

# The National Underwriter

## LIFE INSURANCE EDITION

FRIDAY, OCTOBER 3, 1930

OCT 6 1930



*A Fine OLD Company for Ambitious YOUNG Men*



*Established in 1868—*

*But in tune with the underwriting*



*Equipped with modern methods for*



*A few openings for men—*

*striving in the PRESENT with*

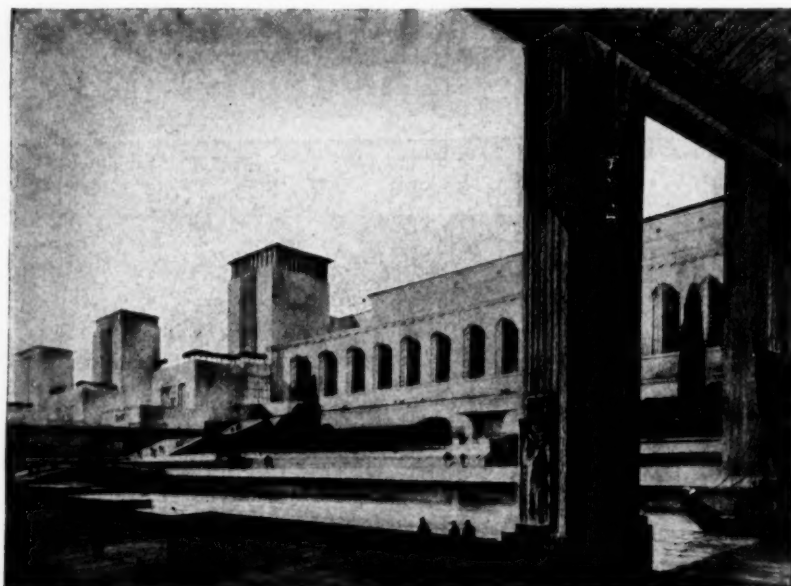
*an eye to the FUTURE*

*Address: Walter E. Webb, Executive Vice-President  
29 South La Salle Street., Chicago*

**NATIONAL LIFE INSURANCE COMPANY  
OF THE UNITED STATES OF AMERICA**

**Albert M. Johnson**  
*Chairman of the Board*

**Robert D. Lay**  
*President*



A conception for one of the proposed exhibition halls of Chicago's Century of Progress Exposition as presented by Paul Cret, Philadelphia member of the world's fair architectural commission. It suggests a modern treatment in its simplicity and system of "set backs". The unusual opportunity of having both land and water gives play to the imagination in the arrangement of bridges, landings, ramps and terraces. » » »

## Builders

In less than three years Chicago will erect a magic city on its beautiful lake front . . . . mighty effort will rear a city of grandeur . . . . modern skill is at work . . . . an army of craftsmen will labor that the world may thrill in 1933 . . . . guided by the genius which is enthusiasm Chicago is preparing for a great event . . . . the second Chicago World's Fair. » » » » » »

1933, in addition to being the 40th anniversary of the first Chicago World's Fair, will mark the 40th year of service of the Illinois Life, the first legal reserve life insurance company, now active, to be chartered by the state of Illinois. A strong, progressive company, proud of its growth and proud of its city. » » » » » »

# ILLINOIS LIFE INSURANCE CO.

ILLINOIS LIFE BUILDING

CHICAGO

1212 LAKE SHORE DRIVE

Raymond W. Stevens, President

# The National Underwriter

## LIFE INSURANCE EDITION

Thirty-Fourth Year No. 40

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, OCTOBER 3, 1930

\$3.00 Per Year, 15 Cents a Copy

### Big Gathering Held in Chicago

American Life Convention's Annual Meeting in City Where It Started

#### PROGRAM IS DIVERSIFIED

Week Is a Busy One With Sectional Programs and Number of Special Features

The American Life Convention got under full sail Wednesday morning but the Stevens hotel presented much activity on part of conventioners who arrived early in the week. The golf tournament was held at Olympia field, 35 miles away. The distance from the hotel base cut down the number of participants in the tournament and the number at the golfers' dinner Tuesday evening.

#### Legal Section Meeting

The legal section returned to its old custom of having its deliberations continue over two days. The last afternoon was devoted to a round table discussion and this feature will be continued. W. H. Eckert of Chicago presided over the section and F. W. Wozencraft of Dallas was secretary.

There was a large advance registration, many ladies accompanying their husbands this year. Charles W. Gold, vice-president of the Jefferson Standard Life, who is president, presided over the meeting and made a most effective and pleasing presiding officer.

#### Official Greetings Received

Official greetings were received from the Association of Life Insurance Presidents, National Association of Life Underwriters and U. S. Chamber of Commerce. Two of the official staff of the convention appeared on the platform the first session, Judge Byron K. Elliott, the manager, giving his report and Secretary W. P. Coler reciting some policy developments of the year.

In the afternoon the coming Chicago World's Fair was featured as Rufus C. Dawes, president of the exposition, and Allen D. Albert, his assistant, gave addresses of welcome. Ben M. Anderson, economist of the Chase National Bank of New York, spoke Wednesday afternoon giving his impressions of the German financial situation in view of the recent election whereby seemingly the more radical element gained considerable ground.

#### Lorry Jacobs a Speaker

A new star appeared on the American Life Convention horizon when Lorry Jacobs of Dallas, director of public relations of the Southland Life and head of its publicity department, spoke on "Public Relations and Life Insurance." Mr. Jacobs was a busy man at the time the American Life Convention met in Dallas in helping look after the local

### Committee Recommends Change Be Made in Incontestable Clause

The committee of the legal section of the American Life Convention of which F. V. Keesling, West Coast Life, is chairman, made a report at the annual meeting this week on the advisability of formulating and recommending a revised incontestable clause. The report will be sent to members for comment and suggestions. The report is:

Exceptions added to the clause have been productive of litigation in cases where liability has been denied on account of an unassumed risk, upon the theory that, because the unassumed risk was not enumerated in the exceptions, the defense of non-assumption was a contest and the insurer therefore precluded from defending. In some jurisdictions this theory has been supported by the courts and an unassumed liability imposed upon the companies.

#### Defines Assumed Risk

Where the clause with exceptions is statutory, the probability of litigation and the possibility of liability are greater because of the same construction. Such interpretation gives the clause the force of a definition of the risk assumed under a life policy. Where exceptions are statutory an incontestable clause containing other exceptions will not be approved. The existing statutory clause has been construed as defining the assumed risk and the company was limited thereby.

The insurance commissioner of New York denied the right of the Metropolitan Life to include in its policy forms a limitation of liability in case of aeronautic flights. The position of the commissioner was not sustained by the court of appeals.

#### Rider Is Suggested

In March, 1930, the general counsel of the American Life Convention addressed all state departments, inquiring if the department would object to the use of a rider or provision in language substantially as follows:

"Death as a result of service, travel or flight in any species of aircraft, except as a fare paying passenger, is a risk not assumed under this policy; but, if the insured shall die as a result, directly or indirectly of such service, travel or flight, the company will pay to

the beneficiary the reserve on this policy," if presented to the department for approval. The departments of most states responded that they would approve. The Illinois, Indiana, Michigan, Minnesota, North Dakota, Oklahoma, South Dakota, Tennessee and Texas departments advised that the rider would not be approved because of the incontestable clause or other objection. The department of Pennsylvania refused to make a ruling before obtaining the opinion of the attorney general. This indicates some possibilities under the existing type of statutory incontestable clause.

#### Clause Is Recommended

Your committee is of the opinion that the following is a more satisfactory clause:

"After this policy shall have been in force during the lifetime of the insured, for a period of two years from the date of its execution, its validity shall not be contested for misrepresentation, fraud or non-disclosure relating to its original issuance."

We believe that this clause unquestionably states the purpose intended to be accomplished by the incontestable clause. We are not unaware of the difficulties of adoption. Nevertheless, as the clause has such an important bearing upon insurance contracts, notwithstanding the many difficulties involved, sustained effort should be made to establish the right to use the recommended clause.

#### Would Submit Clause to Departments

To that end it is the recommendation of the committee that the legal section of the American Life Convention approve the clause and recommend it to the American Life Convention for consideration and approval, and if approved, that it be submitted to the officials supervising life insurance of every state, requesting approval by the department and that this recommendation to the officials be supported by appropriate argument.

If approved for recommendation to the departments for adoption, the action should be supported by local representatives charged with the responsibility of presenting the case.

details. He has taken a leading part in the Insurance Advertising Conference.

#### Wednesday Evening's Program

Wednesday was a very busy day. The evening was occupied with meetings of the financial and home office management sections. The agency section had a brief meeting to elect officers. The financial section was presided over by D. T. Torrens, Missouri State Life, the speakers being Secretary John E. Reilly, Old Line Life of Milwaukee; Vice-President A. O. Merriam, Franklin Life; F. W. Gleason, vice-president Pan-American Life; Assistant General Manager L. R. Young, Canada Life, and Assistant Treasurer E. W. Baker of the Travelers.

H. F. Chadeayne, Missouri State Life, presided over the home office manage-

ment section. In addition to presiding he read a paper which was discussed by Secretary J. P. Yort, Acacia Mutual Life, and Secretary R. C. Neuendorffer, Guardian Life. Another prepared paper was given by Vice-President L. D. Cavanaugh, Federal Life of Chicago, with J. C. Higdon, Business Men's Assurance, discussing it. There were round table discussions on two subjects. The first was on the control of home office expenses with H. C. Pennicke, American Central Life, leading the discussion. The second subject was "Lost Policy Procedure," the discussion leaders being Ben S. Graham, vice-president Brooklyn National Life, and D. Sharpe, secretary Central Life of Ft. Scott.

There was a diversified program Thursday. The morning session was given to three prepared papers by men

(CONTINUED ON PAGE 20)

### Joint Publicity Drives Boosted

Prominent Men Advocate Institutional Advertising at Milwaukee Meeting of I. A. C.

#### VIEWES ARE UNANIMOUS

Company and Agency Leaders in Fire, Life and Casualty Fields See Great Benefits

#### NEW OFFICERS ELECTED

President—Chauncey S. S. Miller, North British & Mercantile.  
Second Vice-President—L. Tillinghast, Great American Indemnity.  
First Vice-President—Lorry Jacobs, Southland Life.  
Secretary—Arthur H. Reddall, Equitable Life of New York.  
Treasurer—Henry H. Putnam, John Hancock Mutual Life.  
Executive Committee—C. E. Rickerd, Standard Accident; Frank S. Ennis, Fidelity-Phenix; Bart Leiper, Pilot Life; Harold E. Taylor, American of Newark, and J. E. Benedict, Metropolitan Life.

#### By R. C. STRAUB

MILWAUKEE, WIS., Oct. 2.—The launching of a national cooperative insurance advertising campaign to promote an understanding of the various lines of insurance among all people and participated in by fire, casualty and life companies was predicted and a challenge hurled to insurance advertising managers, as to their responsibility in bringing this about, was the dominant note expressed by each speaker at the opening session of the convention of the Insurance Advertising Conference.

After a brief welcome by M. J. Cleary, vice-president Northwestern Mutual Life, who pointed out that the general public does not have an appreciation of insurance, William J. Graham, vice-president Equitable Life of New York, spoke on "The Public Relations Aspect of Life Insurance."

#### Urges Institutional Plan

He urged institutional advertising to make the cause of insurance known and understood. He stated that insurance needs the bright light of publicity at all times.

"The public relations aspect of life insurance is no different than the public relations aspect of any other service," stated Mr. Graham. "You advertising men are in the business of understanding how insurance can be made understood. The time to make insurance understood is not only when someone has detected some mistake or defect and played upon it to the exclusion of everything else, but all of the time."

#### Credit to Commissioners

"Associations within the insurance business have a large responsibility for carrying along the public. The insurance commissioners form the point of contact between the public and the insurance business and it is this contact

(CONTINUED ON PAGE 19)



## A. L. C. Members Debate Matters

Best Minds in Business Brought to Bear on Many Problems

### BREADTH OF OPINIONS

Representatives of Sister Nations Give Experience, Make Valuable Suggestions at Chicago

The best minds in the various departments of life insurance were brought to bear on important problems at the general and sectional meetings of the American Life Convention in Chicago this week.

Broad vision of these executives was evidenced by the fact that many years would be required to put on a successful operating basis the suggestions and ideas advanced for the future of the business. For the most part, however, the papers treated of practical matters of the present.

Two serious mistakes have been made in the past by life companies, and these ultimately will cause considerable trouble, H. P. Wright, director Kansas City Life and banking expert, told the general session Thursday in his talk on "Financial Problems of Life Insurance." Mr. Wright said the cash value provision placed in policies, payable at any time without notice is equivalent to a demand certificate of deposit of a bank for the full amount of reserve on every policy and places life companies to some extent under the hazard of "runs" which occasionally are experienced by banks. He also took exception to the policy loan feature at low interest rate without any requirement for repayment.

#### Three Founders Reminisce

A feature of the meeting Thursday was reminiscences by three men who attended the organization meeting of the A. L. C. in Chicago and were charter members, Joseph B. Reynolds, president Kansas City Life; Sidney A. Foster of Des Moines, former vice-president and secretary of the Royal Union Life there, and Isaac Miller Hamilton, president Federal Life, Chicago.

An interesting review of the effect of pre-existing disease on the accidental means clause in disability or double indemnity in the light of court decisions was given the Legal Section by Alexander W. Parker, associate counsel Atlantic Life, Richmond, Va. Courts are not uniform in their decisions on the question whether dizziness resulting in accidents makes companies liable.

#### Takes Up City Investments

In his engrossing talk on "Types of City Mortgages Best Suited for Life Insurance Investments," A. O. Merriam, vice-president Franklin Life, Springfield, Ill., suggested to the Financial Section that considerable thought be applied to the problem of building a better market for the investment of life insurance capital outside of cities. He expressed the opinion that development in this country has been lopsided, the soil, which he says supports 100 percent of our population although 50 percent lives in the city, being sadly neglected.

One of the most significant addresses of the meeting was that of Lorry Jacobs, director of public relations Southland Life, Dallas, Tex., on "Public Relations and Life Insurance," delivered before the general session Wednesday.

(CONTINUED ON PAGE 12)

## Is Presiding



CHARLES W. GOLD, Greensboro, N. C.

Charles W. Gold, vice-president and treasurer of the Jefferson Standard Life, is president of the American Life Convention which is holding its annual meeting in Chicago this week. Mr. Gold spoke this week before the Insurance Advertising Conference at Milwaukee. He is one of the stalwarts in the American Life Convention and is a familiar figure at its meetings.

## Commissioner Sullivan, New Hampshire, Resigns

CONCORD, N. H., Oct. 2.—John E. Sullivan has resigned as insurance commissioner of New Hampshire after seven years service in the department and with two years more to run on his present term, and qualified Saturday as state bank commissioner. The appointment is for six years and the salary is \$5,000 per annum, \$2,000 in excess of the salary of insurance commissioner.

Mr. Sullivan, a Democrat, was appointed insurance commissioner by Governor Brown in 1923 and three years later was reappointed by Governor Winant, a Republican. He was reappointed for another three-year term last year by Governor John G. Tobey, also a Republican. He had been prominently mentioned for an official post in the National Convention of Insurance Commissioners at its annual meeting.

No name was placed in nomination for the vacancy in the insurance department but it is expected an appointment will be made at the next meeting of the council. Under a new law the governor, following the resignation of an insurance commissioner in office, has the power to make a new appointment for six years.

## Pacific Mutual Promotions

Directors of the Pacific Mutual Life have advanced D. C. MacEwen, formerly a junior vice-president, to a full-fledged vice-president. He has been with the company since 1908 in its accident department. Mr. MacEwen is chairman of the executive committee of the Health & Accident Underwriters Conference and in line for the presidency next year.

Cary Groton was made a junior vice-president, being promoted from assistant secretary. He has had 20 years' service with the company, mainly in its "non-can" department.

Gaylord N. Martin and L. U. Stone, who have served the company for some time in its accident department, were advanced to assistant secretaries.

De Lancey Lewis, manager of the San Francisco branch office, was elected a director.

## Axman Tells Ad Men Trade Papers Aid the Business

Clarence Axman, editor "Eastern Underwriter," told the Insurance Advertising Conference in session at Milwaukee this week, "Why I Am Proud to be Associated With Insurance Journalism." He sums it up as follows, "It is because the work is so difficult, the field so large, the interest so varied, the business itself so important and the people in it so interesting that it is an attractive place in which to work."

"No field is more difficult to report," he said. "The insurance newspaper man usually is working to hold the interest of people ordinarily intensely apathetic and indifferent to class journalism, sometimes antagonistic to new developments because the production end of the business has so many secret aspects, or aspects where it is desired that secrecy be maintained." Mr. Axman said insurance newspapers are newswier, just as bright, and have more good stuff in them than trade papers in other fields despite the fact that they are concerned with a subject which the ordinary man would regard as dry as dust.

#### Maintain Individuality

He touched on the subject of news "hand-outs," the standardized publicity got out by hundreds of offices, and mentioned that conscientious insurance newspaper publishers steer clear of standardizing their papers by collective use of such copy and handle it individually. He said there is a question how far newspapers should go in playing up competitive news and how far an insurance newspaper should act as a moral censor in trying to clean up the business, but he believes it should not act as a censor, especially in the fire and casualty business where there are other agencies at work in that direction. Mr. Axman particularly complimented the insurance press on its treatment of insurance conventions. He said they send representatives no matter where the meetings are held, and report them fully at great expense. The educational side of the business is something no good editor ignores today. Mr. Axman sees no chance for great circulation in insurance journalism.

## Great Southern Life Gets Letter Carriers Group Policy

A \$15,000,000 group life policy was placed for the National Rural Letter Carriers' Association in the Great Southern Life of Texas, whose president, E. P. Greenwood, personally assisted in closing the deal. Through increase in membership the company hopes to raise the coverage to \$50,000,000, as there are many eligible to join the national body who have not yet done so.

Policy limits are \$2,000 between ages 18 and 60; \$1,000 beyond 60. Wives of members may be insured up to \$1,000; children up to \$250. The company considers the association a good risk, as members are engaged in a healthy type of occupation and must have passed a physical and moral examination in order to be so employed.

## Sales Territory Management

The Dartnell Corporation of Chicago has gotten out a new book entitled "Managing a Sales Territory," by J. C. Ashley. The book can be purchased at \$1.25 from THE NATIONAL UNDERWRITER. Mr. Ashley has edited a number of books and is an expert in salesmanship. The book deals with the work of sales territory, making the most of time, bigger money from bigger quotas, importance of building for the future, importance of an early start, using old customers to sell new ones, and so on.

## Legal Section Holds Meeting

Attorneys for American Life Convention Companies Discussed Important Topics

### W. H. ECKERT IS CHAIRMAN

Federal Judge Will M. Sparks Gave Talk Following the Luncheon First Day

#### NEW OFFICERS ELECTED

Chairman—Frank W. Wozencraft, Associate Counsel Southland Life of Dallas, Secretary—Allen May, General Attorney, Missouri State Life.

The Legal Section of the American Life Convention started the ball rolling in the many activities at the Hotel Stevens in Chicago this week. It is the older department of the organization, sharing premier honors with the Medical Section. W. H. Eckert, Federal Life of Chicago president, as chairman, with F. W. Wozencraft, Southland Life of Dallas, secretary. W. P. Sidley, president American Bar Association, gave the welcome. Walter E. Webb, vice-president National Life U. S. A., chairman local arrangements committee, explained some of the entertainment features provided for the ladies. Chairman Eckert reviewed the early history of life insurance and pointed out the part the legal profession has played in guiding its progress and development.

#### Elliott Reviews Year's Decisions

Judge B. K. Elliott, counsel of the American Life Convention, was called on this year to review the main higher court decisions affecting life insurance. This is always a valuable feature. General Counsel Aldrich of the American Life of Detroit read a valuable paper on "Surrender of Policy Assignee."

Following the noon luncheon, Chairman Eckert introduced Federal Judge Will M. Sparks of the circuit court of appeals, 7th District. He referred to life insurance as the soundest financial institution in the world. The time is coming, he stated, when the legal profession is coming into its own. Law essentially, he asserted, is necessarily a slow business. It requires hours of study and moves cautiously. Judge Sparks declared the legal profession must work out its own problems or the people will do it for them. Lawyers, he stated, have had a great and beneficial interest in all important issues.

#### Addresses on Accidental Death

Allen May, general attorney Missouri State Life, on the first afternoon session spoke on "Accidental Death—What Is Sufficient Proof?" A companion paper, "Accidental Means and Diseases," was presented by A. W. Parker, Atlantic Life.

President C. W. Gold of the American Life Convention was presented and said the sections were becoming the main factors of its work. Legal departments have had many problems during the last few years in view of the changing contracts and liberalization. It has meant new judicial interpretation.

W. Calvin Wells, Lamar Life, in discussing contested double indemnity claims, asserted if a case goes to the jury, judgment in most cases will be given against the company. Major Wells said that if counsel for the company does not get a peremptory instruction

(CONTINUED ON PAGE 12)



## Praise Toronto Meet's Program

Field Men Get Specific Suggestions They Can Use at International Convention

### QUESTION BOX BIG HIT

Sales Demonstrations Also Among Most Popular Features of Session—Crowd Held to Very Finish

The program presented at the international convention of life underwriters in Toronto last week fulfilled all of the expectations that were raised when the program was first published. In the comment heard in hotel lobbies after the close of the convention and on the trains leaving Toronto there was a surprising unanimity of sentiment in that respect, which reflects great credit on the chairman of the program committee, Leon Gilbert Simon of New York, and his chief Canadian collaborator, J. G. Taylor of Toronto.

#### Planned Field Man's Program

Mr. Simon had stated in advance that it was his desire to prepare a program which would make it primarily a field man's meeting. The managers and general agents had their inning in the managers' session, which by the way contributed an unusual number of concrete, constructive suggestions for agency building, but at every one of the regular sessions there was plenty of material that the man out on the firing line could take home with him and apply in his own work.

The addresses by company men were for the most part of a practical character. J. G. Lonsdale, president of the American Bankers Association, who unfortunately was prevented from giving his address in person, might have been expected to talk mainly of life insurance trusts or the investment side of life insurance but instead devoted his attention mainly to life insurance as an institution and the men who are carrying its message to the people of America. His characterization of the life underwriter as an "engineer of human destiny" and Clyde F. Gay's presentation of the three-fold trusteeship of life insurance were two of the high lights of the meeting.

#### "Millionaires" Reluctant to Quit

Trust developments and the writing of jumbo lines were given their full share of attention at the million dollar round table, but were hardly mentioned on the floor of the main convention except in the "echoes" from the round table, and most of those in attendance were probably just as well satisfied that it was so. The interest manifested in the "millionaires" session was one of the notable features of the Toronto meeting. Scheduled to continue for only two or perhaps three hours, that section remained in session for at least five hours, with no diminution of interest at the close. It was possibly unfortunate that its meetings overlapped those of the convention proper, but most of the million dollar producers were more interested in their own discussions than anything else that might be brought up.

#### Question Box, Demonstrations Make Hit

The round table attendants really did miss something, however, in not being present for the question box conducted by James Elton Bragg. That proved to be one of the big hits of the meeting.

(CONTINUED ON PAGE 21)

## Insurance of \$4,500,000 Is Paid at Dorrance Death

NEW YORK, Oct. 2.—The death of John T. Dorrance, president of the Campbell Soup Company of Camden, N. J., will, it is believed, prove to be the largest life insurance claim to be paid this year. The amount of insurance on Mr. Dorrance's life at the time of his death is understood to have been \$4,500,000. Much of it is payable to the Campbell Soup Company as business insurance. The annual premiums amounted to nearly \$200,000 a year. Mr. Dorrance was 57 years old at the time of his death and took out most of his insurance between 1914 and 1923, practically all of it on the ordinary life plan but \$200,000 was taken out in 1910 on the 15-payment life plan.

Mr. Dorrance some years ago increased his lines through J. M. Darby, manager of the Massachusetts Mutual Life at Philadelphia, to \$4,500,000. At that time one company was on for \$400,000, another for \$390,000, another for \$175,000 and still another for \$375,000.

Among the companies having \$100,000 or over are the Northwestern Mutual, New England Mutual, John Hancock, Provident Mutual, Equitable of New York, Equitable of Iowa, Connecticut General, Prudential, Home Life, Travelers, Mutual Life of New York, New York Life, Canada Life, Pacific Mutual, National of Vermont and Aetna Life. Many other companies were on for smaller amounts and no doubt many of the larger policies carried reinsurance so that many companies of the country are interested in the claim.

The largest claim paid last year was probably that on the life of William B. Ward of New York, who was understood to have had approximately \$5,000,000 insurance. Another large claim was that on the life of James F. Coward of the Coward Shoe Company, who was said to have had \$3,000,000 insurance. Thomas E. Houston of Cincinnati had \$1,845,000 and Alexis Romm of Mt. Vernon, N. Y., \$1,000,000.

### Analysis Shows Strength of 85-Year-Old Company

NEWARK, Oct. 2.—The negligible investment losses incurred by life insurance companies and the small extent to which even the major financial reverses are felt over long periods are shown in an analysis of its 85 years' investment experience made by President John R. Hardin of the Mutual Benefit Life.

In its 85 years of operation the Mutual Benefit Life has lost only .1 percent of its principal invested, even if depreciation on the home office building and other real estate holdings during periods of recession is included. Likewise only .37 percent of investment income has been lost, including real estate depreciation in the item of losses written off. This includes all bond, mortgage and real estate losses through the five major financial panics since 1845, including the 1873 panic which particularly struck at real estate values.

In 85 years the Mutual Benefit has received from policyholders \$1,237,064,959 and given them \$881,220,579, divided into \$431,895,392 for claims, \$175,147,487 for surrendered policies and \$274,177,699 for dividends. The amount paid to policyholders and held for them aggregates \$1,424,743,200, being \$187,678,240 more than the total received from them.

"The interest income since organization has been \$392,852,225 or 24.1 percent of the total income from all sources," said Mr. Hardin. "The investment turnover in a year is approximately \$85,000,000. An estimate of the aggregate of annual investments in 85 years would, on a very conservative basis, give well over \$1,500,000,000."

#### Swink and Harrison on Tour

A. O. Swink, president of the Atlantic Life, and William H. Harrison, vice-president and superintendent of agencies, left Richmond Sept. 30 on an extended trip that will carry them as far as the Pacific Coast and keep them away from the home office more than a month. They planned to visit agencies in the west and northwest as well as on the coast. Returning by the southern route, they will stop off at Dallas, Houston, New Orleans, Mobile, Montgomery, Birmingham and Atlanta. While on the coast, they will confer with W. C. Elliston, Pacific Coast manager, with respect to plans for opening the state of Washington which was recently entered. They are in Chicago this week attending the sessions of the American Life Convention.

### New Book on Trusts Deals with Business Insurance

D. Appleton & Co. of New York have gotten out "Business Life Insurance Trusts," by C. A. Scully, vice-president Bank of Manhattan Trust Company of New York, and author of "Insurance Trusts," and F. W. Ganse of Boston, manager estates protection department, Paul F. Clark agency John Hancock Mutual at Boston. This book deals with the use of life insurance in preserving stability in a business organization in spite of successive changes in ownership and management. This is a growing field of life insurance service. The approach as shown in this book is from the point of view of the business man and his organization, the agent and the trust company. It covers all aspects of services, establishments, promotion and administration of the insurance trust for the protection of sole proprietorship, partnership and corporation. It is sold for \$2.50 by THE NATIONAL UNDERWRITER.

### "Pilots" of Guardian Life Take Off in "Air Derby"

NEW YORK, Oct. 2.—"Pilots" in the "air derby" drive of the Guardian Life of New York took off yesterday on the first leg of a 10-lap journey which will cover 10 past and future Guardian convention cities. Each agency will have a large map in its office and a cardboard squadron plane, which will be advanced day by day to show the agency's progress. Each city reached represents 10 percent of the agency's quota for October, which has been designated as President's Month.

In addition to squadron honors each application submitted will count as 10 hours in the air, with 100 hours automatically promoting a pilot to the rank of captain. The individual goal is 65 applications, which would eclipse the present world's record of 647 hours.

#### Hughes With Lincoln National

The Lincoln National Life has appointed Norman M. Hughes to the actuarial staff. Mr. Hughes is an insurance technician of wide experience and recognition. He is a fellow of the Actuarial Society of America and an associate of the American Institute of Actuaries. He has been assistant actuary of the Columbia National Life for a number of years. Prior to that he was associated with the Excelsior Life of Toronto.

## Gold Visualizes Collective Plan

A. L. C. President Tells "Dream" of United Company Publicity Work

### ONLY MATTER OF TIME

Paints Picture of Many Benefits at Insurance Advertising Conference Session in Milwaukee

Nine industries in this country annually spend \$328,000,000 for advertising, Charles W. Gold, president American Life Convention and vice-president Jefferson Standard Life, told the Insurance Advertising Conference at its Milwaukee meeting this week in presenting his "dream" of a day when a substantial number of life insurance companies could come together in a vast advertising plan for life insurance generally.

He emphasizes that life insurance has passed its first \$100,000,000,000 in force and is backed by \$17,000,000,000 in assets. He points out that only a small contribution would have to be made from each \$1,000 of these assets to build a monumental advertising fund which could be used for daily and weekly paper and magazine advertising.

#### Outlines Possible Scope

Mr. Gold says expert advertising men could write copy to appeal to the general public, bringing out the value of and the necessity for life insurance, emphasizing the enormous taxes which insurance companies are paying and the fact that these represent a direct drain upon thrift.

"One industry, the florist's, has more than quadrupled its business as a result of their campaign: 'Say it with flowers,'" he says.

He finds that the automobile industry annually spends \$96,000,000 for advertising: cigars, cigarettes and tobacco, \$27,000,000; clothing and dry goods, \$10,000,000; drugs and toilet goods, \$61,000,000; foods and beverages, \$47,000,000; house furniture and furnishings, \$31,000,000; lubricants and petroleum products, \$14,000,000; radio, phonograph and musical instruments, \$23,000,000; travel and amusements, \$19,000,000.

#### Life Insurance Way Behind

"The amounts spent in life insurance advertising—and life insurance is the second largest of all the businesses—is much smaller than the smallest of these," Mr. Gold says. "An advertising fund of \$10,000,000 would impose a burden of approximately 60 cents per \$1,000 of assets on American companies. If the message could be put over in a real intelligent way, I am wondering if the added impetus given to life insurance in America would not justify the cost. In a national advertising campaign of this character many valuable ideas could be put across to the layman, which ideas would seldom get to him from the advertisement of an individual company."

Mr. Gold says another idea about which the public generally is uninformed is that so many men are underinsured. He urges an institutional campaign to present to the public information on particular forms of policies with which the general public is not acquainted, such as the types presented by intelligent salesmen in programming life insurance of business men.

"The day must come in America when an average family life insurance cost is

(CONTINUED ON PAGE 19)

## Cousins Before A. L. C. Meeting

San Jacinto Life President Brings  
Broad View from Three  
Professions

### CITES RESPONSIBILITIES

Obligation of Executives and Commis-  
sioners to Make Unprejudiced  
Decisions Is Emphasized

Out of his experience as a lawyer, insurance commissioner and company executive, R. B. Cousins, Jr., president of the San Jacinto Life of Beaumont, Tex., clearly summed up the large responsibilities on the shoulders of company and state officials in his talk before the Legal Section of the American Life Convention in meeting at Chicago Tuesday morning.

"The decisions you must make for your clients and the opinions you must render require the straightest thinking, the clearest conception of right and wrong and by far the profoundest wisdom," he said. "Yours are the hard questions to answer, whether in private councils or in public. The difficult problems in the insurance business are not executive, but are largely legal in their nature."

#### Lawyers' Viewpoint Limited

Mr. Cousins, who entitled his subject "Random Remarks from the Experiences of a Lawyer, Insurance Commissioner and Company Executive," said as a class lawyers making contact with the field of insurance approach it from a narrow, individual and purely selfish standpoint. They never have occasion to see the insurance business except in small segments, bounded by the limits of individual cases. They have clients with claims against particular companies and they push for decisions favorable to their clients.

Mr. Cousins says lawyers as a class do not care what havoc may be wrought in legal rules established and followed for years, nor have they any thought how many years of patient endeavor may be necessary to get an erroneous decision reversed. Their only duty is to win the lawsuit in hand. Clients have a right to representation, Mr. Cousins said. Although lawyers in general practice do not consider the deeper philosophy of the law as a harmonious whole, they keep the pendulum from swinging too far, pushing back when popular rights might be ignored.

#### Company Officials Broad

"In striking contrast to this 'single shot' attitude of the typical lawyer is the well defined attitude of the insurance executive to deal with underlying principles," Mr. Cousins said. "In the main he has but a secondary interest in the dollars and cents outcome of any particular litigation. The insurance executive has learned from his actuary and his medical director and from his own experience that it does not pay to individualize. He has learned that certain causes produce certain effects, that certain rules will bring about an orderly conduct of his business, and final arrival at a satisfactory result."

"He has found that pursuing a course looking to the final establishment of a true principle is better than sailing out through an uncharted sea where rules are 'made as you go,' where the stars do not stay in their places, and where he wanders hither and you groping for a guide. Each case is made to fit with the general scheme."

"As against the attitude of the gen-

## Reinsurance Practices Are Now Far More Stabilized

### COMPANIES WORK TOGETHER

Informal Association Eradicates the  
Tense and Destructive Competition  
That Had Recently Developed

A number of the companies doing a reinsurance business have organized an informal association which has served to stabilize the market. Unfortunately there was such sharp competition for reinsurance business that all sorts of concessions were being made and the life was cut out of a business. Some companies were writing participating contracts in their reinsurance agreements. The competition was so sharp that finally it seemed apparent that there was no profit in reinsurance and the companies have gotten together.

The companies joining the agreement are the North American Reassurance of New York, Security Life of Chicago, Sun Life, American Central, Lincoln National Life, and Peoria Life. The Metropolitan Life, Connecticut General, and Travelers do a large reinsurance business but are not in the agreement. However, they are conservative in their operations. The officers of these companies working together are meeting in Chicago this week.

eral practitioner, the executive would rather pay a righteous claim of tremendous proportions in following a sound rule than to deny liability on it with possible chance of saving the money, if by doing so he should upset the established fundamentals of the business; and he would prefer to pay more to fight out a small claim than the claim would cost, if by taking the easiest way he should set up a current that might undermine the foundations of the business. "Of the lawyer who has dedicated his professional service to the insurance business, let it be said that he very largely translates himself into the attitude and position, and assumes the perspective of the executive."

Mr. Cousins said his own training has been such that he has never been able to understand how any man could run any sort of business without at least one set of law books within reach of his hand.

#### Tribute to Commissioners

Of the insurance commissioner Mr. Cousins said his viewpoint must never be individual or his course of action influenced by expedients. The commissioner's responsibility is more real because it is more intangible and remote. Fundamentals are most important to him and the establishment of right principles essential.

"His touchstone is the law, statutory or court made, and when he loses this touch he is miserably lost," Mr. Cousins said. "To view all questions dispassionately, disinterestedly and judicially, and yet to perform adequately all executive or administrative duties, is all but a superhuman task. And if in the discharge of his duties and in making his decision it may seem to favor the public as against the companies, let it be recalled that in the presence of most of those decisions the public must be inarticulate. If he has made a mistake as against public interest there is no redress, whereas if he erred in favor of the public cause, he can quickly be haled into court by the one company or the many companies that are affected by his ruling and the court can set him right."

#### Job Vastly Important

"To learn and to know intimately the major problems of the institution vast enough to encompass the business, industry and commerce of the world and the domestic and social affairs of individuals and families, is a job worthy of the intelligence and ambition of any

## Young Declares Advertising Copy Should Live and Move

### OUTLINES WANTS OF FIELD

Missouri State Man Gives Agents' Point  
of View to Insurance Advertis-  
ing Conference

Advertising, as in the case of the sales talk, should be made to live and move, telling an interesting story with a human interest appeal, Pearce H. Young of the Missouri State Life told the Insurance Advertising Conference at its Milwaukee meeting this week in his address on "The Agents' Point of View on Advertising."

Mr. Young summed up the result of a questionnaire sent to 30 managers and general agents representing approximately 15 different companies on the importance of direct mail and other publicity campaigns. The majority agreed the most important function of direct mail is to help salesmen organize their calls and at the same time to give them a definite reason for calling. A few favored direct mail as the medium for introducing the salesman prior to his call. Several declared many direct mail plans are not tied-in closely enough with the general sales plan.

#### Fault in Home Offices

Opinions varied as to why experienced salesmen fail to make use of direct mail. One general agent said after an agent has 50 or 100 policyholders there is no reason for using such a plan. Mr. Young believes the fault lies in home offices which have not properly sold the direct mail idea to agents.

On the use of folders, Mr. Young said, there should be a definite plan of distribution given agents. As a general rule folders attempting to discuss any form of policy at length are consigned to the waste basket. Folders which are given out promiscuously are not effective.

In the questionnaire it was asked what the field men would like to have their home office advertising departments do to be of greater service to agencies. Mr. Young sums the answers as follows:

#### Gives Summary of Answers

1. Prepare a set of sample briefs for agents' use.
2. Participate in a nation-wide institutional advertising campaign.
3. Find some document or story picturing life insurance in action, that will interest prospects, to use in direct mail that will produce results.
4. Cooperate more closely with the field and educational departments in instructing agents in the proper use of all material prepared.
5. Discontinue 90 percent of the folders now in use and put the same amount of time, effort and money in better prepared material.
6. Every advertising department should have a hand in the preparation of its company's rate book so it could be read and understood.

man, and that is the job of the insurance commissioner."

Mr. Cousins said it is his opinion that the great commissioners of the future will not come from among insurance people. A man thoroughly trained to one type of insurance cannot easily divest himself of the habits of thought and possibly the prejudices acquired in his experience. He finds it difficult to believe that his own field is not more important than others.

Mr. Cousins finds the greatest hope for commissioner material in the future lies among general practitioners who would bring no preconceived evaluation of the relative importance of problems to arise.

## Discerns Danger in Two Clauses

A. L. C. at Chicago Hears Criticism of Cash Surrender and  
Loan Benefits

### CREATES "RUN" HAZARD

Director Wright of Kansas City Life  
Analyzes Situation from Viewpoint  
of Banker

Expansion in volume of insurance companies and their tendency toward banking by reason of new policy forms and trust features being undertaken, is bringing them day by day into a position where the experience of sound banking must be studied and observed carefully all the time, H. P. Wright, director of the Kansas City Life, declared in his thoroughgoing paper on "Financial Problems of Life Insurance" before the general session of the American Life Convention meeting in Chicago Thursday.

He said life insurance and banking are closely allied and to a large extent are governed by the same natural laws. The first two steps that life insurance companies took into the banking field were fundamentally and scientifically unsound, he said. They have caused a great deal of trouble already and he predicts will cause a great deal more in future.

#### Criticizes Two Provisions

These steps were, placing a stipulated cash surrender value on a policy payable at any time without notice, and the agreement to make loans on policies at any time at a low rate of interest without any requirement for repayment, two provisions which now are required by state laws but which he says were started voluntarily by certain companies as extra inducements to secure more business.

As matters are now, life companies have an obligation outstanding at all times equivalent to a demand certificate of deposit of a bank for the full amount of reserve on every policy, and this deposit may be taken out either in cash with an extinguishment of the company's liability for life insurance, or may be taken out in the form of a loan at low interest rate, leaving the company with death liability for the face of the policy. At best, he says, such large potential demand calls for a marshaling of life insurance assets with respect to liquidity along lines which banking experience has found to be necessary. Banks have experienced runs in connection with their demand deposits and always must be prepared to meet such emergency.

#### Sees Threat of a "Run"

"If insurance companies are going to assume these same demand deposit liabilities they must assume that they must some time for unforeseen and perhaps needless reasons have to meet the same kind of an emergency run; that they must prepare themselves to have liquid assets to enable them to meet these obligations," Mr. Wright said. He said insurance company obligations probably never will be subject to quite so sharp a call as demand deposits of a bank and yet there is no reason for a company executive to comfort himself with the thought that by giving this liberal provision another name he is escaping any liability. He is in the banking business whether he knows it or not.

Mr. Wright hazarded the opinion that insurance companies are going to go out



against an "acid test" within the next few years in which their financial departments will be on trial and not the theoretical correctness of policy or contract obligations or volume of business they can write.

#### Frozen Assets Always Bad

He said frozen or unavailable assets are bad assets, no matter who has them, and many banks have had to "give up the ghost" with a portfolio full of notes and investments that were intrinsically good and which ultimately could be collected, but which were of no use in time of stress for immediate demand obligations.

"We are approaching the time when the life insurance companies will find a steadily and rapidly increasing requirement for investment meeting a gradually decreasing supply of available investments of the high type appropriate to trust funds," he said. "What is the insurance executive going to do then? I do not know. It is very clear, therefore,

that insurance companies must within a measurable time broaden their field of financial investment. They must not under any circumstances, do this at the expense of security.

"Perhaps I am old fashioned, but to me the investment of any kind of trust funds in any kind of common stock is simply unthinkable. All of the elements of speculation and manipulation are boiled down into the common stock."

He expressed the opinion that first class farm loans, diversified as to location and in proven agricultural districts, would continue to form the ideal investment, giving freedom from speculation and manipulation that, he says, is prevalent almost everywhere else. When it comes to city property, an investment field toward which many life companies have been turning since the bad experience on farm first mortgages, Mr. Wright says the highest class of judgment is required, for there is a certain element of speculation involved that can not be avoided.

#### Indianapolis Life Plans Silver Jubilee Session

The Indianapolis Life will hold its silver anniversary celebration the week of Oct. 6-10. The convention opens Monday noon with progress reports from the different departments of the home office. The regular field sessions on selling and conserving of business will be held for three hours each morning, Tuesday, Wednesday and Thursday. Friday morning the business session will deal with looking ahead for the balance of the year and the second hundred million. Monday evening the company holds its Silver Jubilee dinner, with speakers and guests made up of executives of other life insurance companies. The afternoons and evenings of the remainder of the week will be given over to entertainment, golf tournaments and luncheons and dinners including the Counselors' Club and

Quarter-Million Club banquet Tuesday night, lawn luncheon on the home office grounds Wednesday noon, dinner dance at the Woodstock Country Club for visiting ladies and guests Wednesday night, a picnic Thursday afternoon and steak grill Thursday night.

#### State Mutual Life Booklet

The State Mutual Life has gotten out a work entitled "Golden Gem Booklet." The material was prepared by members of the agency club for presentation at the joint convention last June. It contains extracts from talks on prospecting, approach, income insurance sales ideas, business insurance sales ideas, educational insurance sales ideas and miscellaneous sales ideas. A large number of State Mutual men contributed to, this work.

The Midland Mutual Life has been licensed in Kentucky.

## Agent's Opportunity to Expand Lines

THE John Hancock Mutual Life Insurance Company offers complete Group Insurance service, including personal service of Home Office representatives to assist in closing business and interesting employees. This company does the following Group lines:

**Group Life Insurance**  
**Group Accident and Sickness**  
**Group Accidental Death and Dismemberment**  
**Salary Deduction**  
**Wholesale**

*The field is ready to be cultivated and we are ready to assist.*

Contracts are liberal with low net cost. The cooperation offered by this company's organization will prove of practical value to any of your clients who are, or should be, interested in these several forms of Group Insurance.

For further information address:

INQUIRY BUREAU,  
 197 Clarendon Street, Boston, Mass.



**Insurance in force 3 billion 300 million dollars; Assets \$542,140,978;**  
**Reserves and all other liabilities, \$502,453,577; Surplus \$39,687,401.**

# TURNING DEFEAT INTO VICTORY

**No** agent can sell all forms of policies all of the time. But what agent hasn't written cases where an out of the ordinary policy—and only that policy—fills the bill?

The N<sup>W</sup>NL rate book contains every type of life insurance policy for which there is a human need. You may talk ordinary life five days out of the week, but the sixth day you will run into a case which demands something else.

With N<sup>W</sup>NL's unexcelled policy kit, a resourceful agent will turn many an apparent defeat into victory.

**NORTHWESTERN NATIONAL  
LIFE INSURANCE COMPANY**

O. J. ARNOLD, PRESIDENT

**STRONG ~ Minneapolis, Minn. ~ LIBERAL**

## Life Insurance "Ad" Men Review Special Problems

### SEPARATE SESSION IS HELD

Special Committee Named to Develop Credo on Ethics in Trade Journal Advertising

MILWAUKEE, Oct. 2.—The second day of the Insurance Advertising Conference was taken up with group sessions. In the morning the life group devoted itself to a closed executive session at which the standing committee discussed pertinent problems which in the main had to do with the financing of life insurance company advertising departments and merits of certain forms of trade journal advertising. The latter topic involved points of trade journal circulation, space rates and uniform requirements. These discussions were participated in by nearly every person in the group.

### Would Define Ethical Practices

Designation of a special committee requested to develop a credo regarding what they believed to be ethical practices in insurance journal advertising was one of the interesting points resulting from that session, at which Henry H. Putnam, John Hancock Mutual Life, presided. B. N. Mills, secretary Bankers Life was named chairman, with Arthur Reddall, Equitable Life of New York, and Bart Leiper, Pilot Life, working with him. The same committee was requested also to make a complete study relating to the questions connected with the distribution of canvassing material and other advertising literature, novelties, etc., to the sales force.

### Round Table Sessions

The afternoon life group sessions opened with round table discussions dealing with house organs, direct mail, cooperation with the agency department, promoting contests and trips, trade journal advertising, folders and visual selling. The discussion leaders had prepared material in advance which facilitated the answering of questions and the developing of points as they came up.

Each leader sat at a table accommodating about eight and the members rotated from table to table until the complete circle had been made enabling everyone present to participate for a time in the discussion of each topic.

At the conclusion of these round table discussions each leader gave a brief report of the findings at his table.

Mr. Leiper's talk on "Convention Stunts That Have Clicked" attracted as much interest as any feature on the afternoon program. Mr. Leiper emphasizing the value of "showmanship" and announced the availability of a file of these stunts prepared by him which he believes will aid in putting on successful conventions.

R. D. Cahn, economist of the Chicago "Tribune," expressed his reaction to life insurance advertising from working with a number of lines of business in this capacity. Mr. Cahn holds that daily newspapers are ideal media for life insurance advertising because the larger cities are obviously a concentrated market for life insurance.

At this point the meeting became a closed executive session for the purpose of discussing a subject which the delegates felt might have a distinct bearing on the future affairs of the conference.

### Sun Life Loses Mexico Fight

The Mexican supreme court has denied an injunction to the Sun Life of Canada against orders issued last January revoking the company's privilege to operate in Mexico. The revocation order was based on the company's alleged failure to conform with the department's orders to invest reserves on hand in Mexico in Mexican bonds.

## V. E. Beamer Gives Two Talks Before Ft. Wayne Life Men

### ENTHUSIASM WAS STRESSED

Florida Manager of the Equitable of New York Made Some Good Points

Victor E. Beamer, manager of the Florida agency of the Equitable Life of New York, gave two addresses in Fort Wayne, Ind., during a visit in that city. He spoke to the home office agency of the Lincoln National Life in the morning and at noon addressed the regular weekly meeting of the Fort Wayne Life Underwriters Association.

In his talk to the Lincoln Life men Mr. Beamer stressed the need for enthusiasm in successful life insurance salesmen. "The difference between a mediocre man and a howling success in life insurance selling is a matter of enthusiasm," he declared. "We must believe in this business heart and soul, be truly inspired by what life insurance in action actually accomplishes for the aged, widowed and fatherless. We must get excited about what benefits will accrue to the man or woman who takes advantage of life insurance."

### Roosevelt Case Is Cited

"Theodore Roosevelt failed in his course in public speaking at Harvard and was a mediocre student but was a gigantic success in later life because he was brimming full at all times with enthusiasm for whatever duties he undertook. If we can not feel a genuine glowing enthusiasm for this business we had better get in some line of work in which we can become excited," Mr. Beamer said.

Mr. Beamer paid a high tribute to the Florida insurance salesmen in his talk before the underwriters' association. He said that the Florida men were going ahead full steam in the face of very serious economic difficulties which were practically unknown to northern men in comparison. Urging that the underwriters take a greater interest in the affairs of the association and help lift the profession to a more exalted position, Mr. Beamer said that the general appreciation by the public of life insurance would be greatly affected for the better.

### Combination Plan Suggested

Mr. Beamer advocated dropping all reference to life insurance in selling and referring to the contract as a combination indemnity and investment bond. "Life insurance is a misnomer. What we are selling is truly a combination of an investment and indemnity bond. We indemnify the man's family for loss of his earning power or their income in case of his premature death or disability and yet if he lives we find that at the same time he has made a very fine investment for himself," he declared.

Verlin J. Harrold, Indiana manager for the Lincoln Life, presided at the meeting of the Lincoln Life men while Russell Solomon, president of the underwriters' association, presided at the luncheon and Ralph York, Fort Wayne, manager of the Equitable Life, introduced the speaker.

### Portland Contender for Convention

Insurance Commissioner Lee, who is second vice-president of the National Convention of Insurance Commissioners, declares that Oregon will be a contender for the 1931 annual meeting of the organization at Portland. He asserts that the Pacific Coast is entitled to the meeting next year. Mr. Lee will make a strong bid for the annual meeting at the time of the mid-year meeting in New York in December.

The South Central Life of Meridian, Miss., has qualified to do business in Alabama. S. A. Fowlkes of Selma, Ala., is agent.



## Sufficiency of Proof in Accidental Death Cases

ALLEN MAY GIVES ADDRESS

Points That Come Up When Contest Is Made by a Company on a Claim

Allen May, general attorney for the Missouri State Life, at the Legal Section of the American Life Convention, read a paper on "Death by Accidental Means" asking what is sufficient proof. He limited his discussion to suits brought to collect benefits provided for accidental death under commercial accident policies or under the double indemnity provision of life policies. After excluding many doubtful classifications he said there are obviously two phases of sufficiency of proof in the classification he discussed. First there is sufficiency to make a prima facie case requiring the defendant to come forward with some countervailing evidence or suffer a judgment. Secondly, after such countervailing evidence is offered together with any rebuttal the plaintiff may have there should be sufficiency to make a jury question.

### Difficult Question of Presumption

In the first aspect companies are vitally concerned with the difficult question of presumptions. Mr. May said, "I think we may accept the rule of sufficiency of proof as being that a minimum of proof consisting only of evidence, ordinarily the physical facts alone, showing the assured died of an injury either actually or presumptively external and violent, under such circumstances that the violence must have been inflicted by the insured or a third party, no other inference as, for instance, disease affirmatively appearing, is sufficient to make a prima facie case. This is almost entirely perforce the presumption against suicide and the non-presumption of crime."

### Burden Is on Plaintiff

Mr. May said that the weight of authority in all the well considered cases rules that the burden of proof is on the plaintiff throughout. After citing a number of cases Mr. May said that the rule seems to be clear in the federal and state courts unless research shows affirmative authority to the contrary in the particular jurisdiction that the presumption of non-suicide and the non-presumption of crime spend their force when they make the prima facie case and when counsel for the defendant produce their affirmative evidence of suicide.

### General Rule of Demurrer Applicable

As to disease or violation of the law or any of the things which negative death, exclusively of all other causes solely through accidental means, the general rule of demurrer is applicable. If the courts can say that reasonable minds cannot differ on the evidence the companies are entitled to an instructed verdict unless, of course, the plaintiff by way of rebuttal makes an issue of the fact. In conclusion Mr. May said that it may be taken as established that the presumption against suicide and against crime once in the case are always in the case and are overcome by evidence upon which reasonable minds may not differ, whether at all stages they are called presumption or whether they are through inferences.

### Hatcher Made Claim Attorney

The Atlantic Life announces the appointment of Robert V. Thatcher as claim attorney, a newly created position. Mr. Hatcher, a well known young attorney in Richmond for five years is associated Roy E. Cabell, counsel for Travelers at Richmond. He is graduate of the University of Virginia.

## Shepard Tells "Ad" Men to Get Out Into the Field

MUST KNOW AGENTS' PROBLEM

Vice-President of Lincoln National Life Speaks Before the Insurance Advertising Conference

MILWAUKEE, Oct. 2.—At the meeting of the Insurance Advertising Conference this week, Walter T. Shepard, vice-president of the Lincoln National Life of Fort Wayne, in speaking on the agency executive's viewpoint of life insurance publicity has an enthusiastic friend and supporter in the agency department. In life insurance, he declares, the imagination, skill, enthusiasm and resourcefulness of good advertising men can find no better field for play.

### Job of the Advertising Man

Mr. Shepard said that the job of the advertising man in relation to the agency department is first to build and hold sales enthusiasm interest and next, the development of sales promotion material. In connection with the first relationship the advertising man takes hold of the company's own literature and makes especially the agency bulletin a great force in creating enthusiasm. One's ingenuity is brought keenly into play in making use of all possible material and devices to create and maintain the interest of the field men.

Mr. Shepard advised the advertising men to lose no opportunity in getting into the field, coming in close contact with the man who is carrying the rate book. He said that the Lincoln National's publicity manager, E. P. Hermann, not only attends all agency conventions but personally visits and inter-

## English Win in Contest of Birmingham Agencies

Birmingham, England, beat Birmingham, Ala., in a four month new business campaign by the Canada Life agencies in those cities, although it was necessary for the English contestants to run in a \$200,000 group policy to win. The older city wrote a total of \$757,343 during the period ending June 12 while the Alabama namesake wrote \$674,103. The latter city wrote the most ordinary business.

views every important general agent and manager. Mr. Shepard said, "If your ideas have been gathered from days spent pounding pavements or riding down dusty roads through the rural communities and finding out just how people act when solicited for life insurance, then those agents will seize upon your ideas and carry them through."

Mr. Shepard said that while insurance advertising men are sales-minded advertising technicians they must understand the importance of being good managers of their department.

Mr. Shepard said that he had been an advocate of institutional advertising. He urged the advertising men to get back of a program to be entered into by all companies for publicity of this sort.

In conclusion Mr. Shepard said, "Let me emphasize this—take a clean and healthy attitude toward your job. Let no man make you feel that you are doing second fiddle work or that your position is of minor importance. Don't bewail the limitations of sales or financial policy. You know that there can be no monopoly on opportunity. If

## Authority of the Agent to Bind Life Company

SOME CONCLUSIONS DRAWN

E. R. Sloan of Topeka Reviews Important Decisions on This Subject at Legal Section

E. R. Sloan of Topeka, general counsel Bank Savings Life, in an address before the legal section of the American Life Convention in speaking on the authority of a soliciting agent to bind a company gave a review of cases in a number of jurisdictions. He said that one court was correct when it said in one case that it "would be fruitless to attempt to analyze and reconcile the many apparently conflicting decisions on this subject." Mr. Sloan, however, drew a few definite conclusions as follows:

1. That unless otherwise provided in the agency statute, the company may by contract limit the authority of the agent.

2. That if the authority of the agent is limited the attention of the applicant must in some way be directed to the limitation.

3. When the answers to the questions contained in the application are written by the agent the responsibility of writing correct answers is upon the agent unless the applicant knew, or should have known, that if true statements were made in the application a policy would not issue.

4. That the company is bound by the knowledge of the agent even though the

(CONTINUED ON NEXT PAGE)

you cannot build east or west or north or south there still is a chance to dig down or build up. Set to work to deliver no matter what the handicap."

## GENERAL MUTUAL HEADED BY VETERANS



C. A. L. PURMORT



CHAS. M. PURMORT



L. G. PURMORT

The Purmort family of Van Wert, O., who have been conspicuously successful in conducting the Central Manufacturers Mutual Fire, Ohio Underwriters Mutual Fire and Ohio Millers, are constructing a \$400,000 new home office building because of their increasing activities. The General Mutual Life, already licensed, has become a running mate of the fire company.

C. A. L. Purmort, who is president of the General Mutual Life, served as postmaster in his city for eight years. He is a student of history and an authority on the subject. He is president of the three fire companies in his fleet, is vice-president of the Lumbermen's Mutual Casualty, National Retailers Mutual and American Motorists Mutual

of Chicago. He is a director of the Federal Mutual Liability of Boston, and the Pennsylvania Motorists Mutual of Philadelphia. He once was president of the National Association of Mutual Insurance Companies.

Charles M. Purmort, who is vice-president and secretary of the General Mutual Life, is active in Republican politics and a crack golfer. He is a partner in the Purmort Bros. Insurance Agency of Van Wert, is secretary, treasurer and general manager of the Ohio Underwriters Mutual Fire, vice-president of the Ohio Millers Mutual, a director in the National Retailers Mutual and is interested in many Van Wert and Ohio enterprises.

LaDoyt G. Purmort, who is vice-president and treasurer of the General Mutual Life, is a graduate of Ohio State University and conducts a reinsurance and excess insurance brokerage business for all classes of companies. He is vice-president of the Central Manufacturers Mutual, secretary and treasurer of the Purmort Company, an insurance agency, assistant secretary of the Ohio Underwriters Mutual Fire, vice-president National Underwriters Mutual, secretary and treasurer of the Ohio Millers Mutual, director Columbus Mutual Life, president United National Mutual, president Central Adjustment & Inspection Bureau, president Minster Mutual, an 82-year-old company, which is located at Minster, O.

### Authority of Agent Reviewed (CONTINUED FROM PAGE 9)

agent acts wrongfully and fraudulently unless it is shown that there was collusion between the agent and the applicant.

"We think that these conclusions are fairly supported by the decisions of the federal courts although exceptions may be found. In view of the light of these decisions which show clearly that the responsibility and authority of the soliciting agent is being constantly extended the question of raising the standard of soliciting agents becomes of vital importance to the insurance field. There has been much discussion in recent years as to whether or not life underwriting involves a function professional in its nature as distinguished from a business transaction.

#### Should Function as a Profession

"If the business of the soliciting agent is to be one of salesmanship only, he should be relieved of the duties and responsibilities which are placed upon him under the law. It seems to me, however, that in the light of the importance of life insurance and the care with which it should be written to fully protect the insured as well as the company, life underwriters must, in the near future, function as a profession."

### Bradley Told Plan Followed by Home Life of Philadelphia

Experience under a clever system of folders and cards to jog agents in production efforts was given at the meeting of the Industrial Insurers Conference in Chicago by W. J. Bradley, publicity manager, Home Life of Philadelphia. He said the first real test of the value of sales folders in a special effort was made in 1926 and again near the end of 1928. As a part of the 30th anniversary of the company in April, 1929, one division conducted a two weeks' special industrial campaign, writing 3,156 applications for \$419.97 weekly business. Two districts of this division established records with 55 applications per man and an average of \$5.50.

Three districts in an ordinary effort in May this year produced \$1,176,000 ordinary in two weeks. Philadelphia No. 1 from June 2 to 14 wrote 1,347 applications for \$172.23 weekly premiums, the leading agent writing 161 apps for \$15.86, and a few weeks later the Wilmington district in two weeks wrote 776 apps for \$107.11 weekly premiums.

From July 7 to 24, Mr. Bradley says, in Division 2, 185 debit men produced \$2,722,000 ordinary, an average of \$15,111 per man, through the special sales

folder, and the leading agent produced \$14,000. The company now is using with success a special sales folder to reduce arrears, sent policyholders.

### Southland Leaders Meet

One hundred outstanding producers of the Southland Life in four states attended the annual agency convention at Dallas last week. President Harry L. Seay told the delegates it would be essential that they give careful attention during the next few months to collection of policy loans to prevent many lapses of policies where assured were forced to resort to that method of raising money.

Among the speakers were Vice-president Clarence Linz, Vice-president A. C. Bigger, W. E. Talbot, Lorry Jacobs, Warren Pilcher, Commissioner W. A. Tarver of Texas, Robert Short, Ed Hurst, P. N. Thevenet, Lee Rushing, Paul V. Montgomery, J. S. Turner, Tom Gwaltney, R. S. Hopkins and I. H. Terry. Most of the agent speakers were men who have sold \$300,000 to \$1,000,000 business the past year.

The Surety Life will conduct a ten weeks' recruiting school in Kansas City, Mo., the first part of October. Minor Morton will be in charge.

## COMPANY NEWS

### License Bankers Union Life

**C. B. McCormick Heads New Company  
Organized in Denver—Ivan Simon-  
ton Is President**

DENVER, Oct. 2.—The Bankers Union Life, which was recently organized here by Colorado, Nebraska, Texas and South Dakota men, has deposited \$100,000 with the Denver insurance department and received its license as an old line legal reserve company.

C. B. McCormick, Denver, formerly with the Bankers National Life, and an outstanding producer, is president. Other officers are: Ivan Simon-ton, first vice-president; J. A. Rice, secretary; M. J. McCormick, treasurer; Dr. Louis W. Lee, chief medical examiner; Dr. C. R. Starks, assistant medical director and Arnold A. Odum, general counsel. Others comprising the board of directors are: J. P. Dempsey, Kearney, Neb.; I. J. Jessup, Oklahoma City, Okla.; G. W. Pollard, Farnum, Neb.; G. W. Court-right, Mitchell, S. D.; George A. Fowler, Denver; Dr. Isaac P. Tieszen, Marion, S. D.; James W. Cramer, Denver; Wellington A. Sumner, Walsenburg, Colo., and Dr. Henry P. Tieszen, Marion, S. D. Dr. Isaac P. Tieszen is vice-president, and Dr. Henry P. Tieszen is assistant treasurer.

The company has purchased the property at 1300 Grant street for its home office, and plans on entering seven states in the immediate future.

### Ortega Launches Cuban Life

**Richmond Man to Head New Company  
Which Will Write Industrial Busi-  
ness in Island Republic**

RICHMOND, VA., Oct. 2.—Backed principally by Virginia capital, the Cuban Life has been organized to write industrial life on the weekly payment plan in Cuba, it is announced by Camillo M. Ortega, its president. According to Mr. Ortega, who for the past eight years has been manager of the insurance department of Brooks & Richardson, Richmond, Va., the new company plans to start business Nov. 15 with offices on the second floor of the Gomez building in Havana. At the outset, writings will be confined to Havana. Later it is planned to extend operations to other parts of the island. Mr. Ortega perfected arrangements for organization of the company on a recent trip to Havana, securing a charter for it before returning to Richmond. It will start off with maximum authorized capital of \$1,000,000 and with paid in capital of approximately \$60,000. Mr. Ortega is also the treasurer of the company. Other officers are: Bolling H. Handy, Richmond, vice-president; Dr. Luis Machado, Havana, secretary; Hughes Ware, Richmond, assistant secretary.

Mr. Handy is president and general manager of the Mutual of Richmond, an industrial and sick benefit company of that city. Mr. Ware is secretary of this company. These two officers will retain their present positions. Mr. Ortega says that operation of the new company will be directly under his supervision, his plans being to alternate his time between Richmond and Havana. Dr. Machado will be in charge of the Havana office, assisted by Dr. J. R. Ortega, the president's brother, who will have the title of assistant manager.

Mr. Ortega says that the industrial field in Cuba is practically untapped, and he regards the future for his company as particularly bright. In commuting between Richmond and Havana he expects to make most of his trips by airplane to save time. He is a native of Cuba and has had insurance experience in the United States.



## Suppose You Were President—

If you were the executive head of a life company, empowered to make it an ideal organization from the fieldman's point of view, what would you require of your ideal company?

Financial strength? A complete line of strong-appeal policies? An agency contract as generous as you could make it? A special department to furnish sales helps and do training work in the field? What else? List the things you would want your company to be.

The Franklin has tried to be that kind of a company—alert, four-square, sound to the core, and open-minded in regard to the policy owner's wants and the fieldman's point of view. And in its forty-six years of trying The Franklin has succeeded in meeting most of the requirements of "field ideals."

## THE FRANKLIN LIFE INSURANCE COMPANY

Springfield, Illinois



## Deprecates "Grasshopper" Method of Many Salesmen

DIRECT MAIL RECOMMENDED

Insurance Advertising Conference in Milwaukee Meeting Hears Chicago Specialist on Subject

Only the public's great interest in life insurance and willingness to listen to its presentation permits the vast army of insurance solicitors to operate profitably with their parent methods, Homer J. Buckley, president Buckley, Dement & Co., direct mail specialists of Chicago, declared to the Insurance Advertising Conference in its Milwaukee meeting this week.

"It's tragic to observe the amount of hop, skip and jump, and grasshopper selling that is going on by the 200,000 life insurance salesmen in the United States," he says.

### Much Waste Still Exists

"Notwithstanding the fact that reports indicate that the volume of business continues on a ver large scale, showing consistent increases in almost all departments, there still continues to be a vast amount of waste in the selling and advertising efforts of the insurance companies.

"Grasshopper selling sends the salesman flitting here and flitting there when he ought to stick to a definite selling job in a concentrated way. I am a great believer in organized, concentrated selling. Insurance selling must now be recognized as specialty selling of the highest order. Head work will beat foot work any time."

### Urges Monthly Mailings

Mr. Buckley says direct mail has the distinct advantage of going directly to prospective buyers, and also is personal and private. He finds generally that good-will gifts with direct mail are inadequate and not highly effective. He advises effective series of regular monthly mailings to carefully selected prospects.

In his own case, he says, he is solicited by 25 to 30 life insurance men every year, of whom about 95 percent make their calls without any mail sales promotion being in advance. He says in such cases his first thought is as to the competency of the agent, how he is regarded in his profession and whether he can make intelligent recommendations. He says he has this reaction because he has received no introductory correspondence from general agent or company about the man and his ability.

## Report on the Reserve Loan

Four Departments in Convention Examination Give Financial Status of Indianapolis Company

The Tennessee, Indiana, North Carolina and Oklahoma departments have issued their report following the examination of the Reserve Loan Life of Indianapolis. Its assets at the close of last year were \$11,406,424, capital \$200,000, surplus \$452,546, premium income \$2,248,075, total income \$2,862,426, disbursements \$2,169,878. The examiners found that the company follows a very excellent procedure in settling claims. The number resisted are few and appear to have been well founded. The company was found in excellent shape in every particular. A number of its policies were examined and found to be fair and equitable.

### Kentucky Central Examined

The report of examination of the Kentucky Central Life & Accident by the Kentucky department as of June 30 shows capital \$400,000, assets \$1,504,411, net surplus \$181,941.

## Program for Development of Rural Territory Is Outlined

Some interesting suggestions for the development of rural territory were presented by W. Lyle Reid of Ottawa, eastern Ontario manager for the Sun Life of Canada, in his talk on "The Manager of the Future in Rural Territory" at the managers' session of the international convention of life underwriters in Toronto. After listing some of the reasons why the results obtained in the rural field have not been as great as they should be, Mr. Reid emphasized these points as essential to the success of managers in that field:

1. The manager of the future in rural territory will gauge his success on a per capita basis, rather than on volume. In order to do this one of his handbooks must be the census reports. These census reports are a key to the situation. They give him a variety of information. In particular they tell him how the people of a certain county are divided racially and religiously. It is sound common sense to take this division into account when appointing agents, otherwise he may find himself with "square pegs in round holes."

### Need Key Men at Strategic Points

2. If he is wise he will not adopt a policy of decentralization. It is no longer possible to organize and supervise an extensive field from a branch office, that is, if one has the desire to obtain the maximum results from his field. Therefore, the wide-awake agency manager will select strategic points at which will be located carefully chosen men to whom he will delegate the responsibility of developing the two or three counties of which these strategic points are the dominating centers. In addition to producing personal business, these key men, subject to his approval, will appoint and train a group of agents and thus there will be carried on that process of intensive cultivation of which our rural communities stand so much in need.

3. With this end in view these key men should be suitably remunerated for the portion of their time which they spend in organization work and, moreover, their agents should have the same contract terms and all the rights and privileges of those in the nearer-by places who come under the direct supervision of the branch office. This will preserve the personal equation, so to speak, in the individual agent.

### Hold Part-Timers to Minimum

4. The agency manager of the future, while not overlooking the fact that there are certain sparsely-settled sections which cannot support full-time men, will endeavor to confine the use of part-time producers to the lowest possible minimum. In achieving this purpose he will be aided by the extent to which the automobile, the rural mail delivery with its daily paper, the telephone and the radio have eliminated distance. In fact, this elimination has exceeded our ability to keep pace with it.

### Gumm and Searle on Tour

After attending the international convention of life underwriters in Toronto, K. G. Gumm of the National Life of Vermont started on an eight weeks' visit to central west and Pacific Coast agencies. The swing around the circle will bring Mr. Gumm to Chicago about Dec. 1, which will be his last stop before returning to the home office. Also representing the National Life home office at Toronto was William Searle, who formerly was assistant to the president of the National Association of Life Underwriters.

During the sessions Mr. Searle and Mr. Gumm called the National Life agents on the scene together for a luncheon gathering.

Isn't it time for us to catch up? The point I am seeking to make is that too free use of the part-timer doesn't dignify our business in the eyes of the average local public. What would that public think of the doctor or the minister who was a "Jack of all trades?"

5. One of the modern conceptions of life assurance is that of a beneficent and widespread social service institution. This conception has led the public to expect great things of its exponents. In this they have not been disappointed and the agency manager of the future will extend his activities in this respect to the rural, as well as the urban sphere and, putting the matter on its lowest plane, it will be good business for him to do so.

Atmosphere plays a big part in the life insurance business and the far-seeing manager will align himself with the rural leaders in public health, child welfare, extension courses, etc. In doing so he can become the bond of union between these rural leaders and those of like mind in the urban centers who are in position to give them the necessary cooperation.

### Country Boys Make Good

6. Year by year the application of modern machinery to the problems associated with the tilling of the soil and the harvesting of its crops is driving an increasing number of young men and young women to the cities and, while there will always be an irreducible minimum of population on the farms, the agency manager with his urban contacts can perform a useful service, and one that will pay his organization in dollars and cents, by counselling with the farmer as to the future of his boys and girls.

Don't forget that some of the most influential men in the various phases of our national life were born on farms and, due to the cause upon which I have just touched, more of such men will be born there in the future. Only the other day I noticed an application for \$15,000 from a young man who is making his way with a prosperous Ottawa concern and whose first application for \$1,000 was taken but five years ago, his father—a Gatineau farmer—paying the first premium.

### Has Transferred Allegiance

Many of us have seen the reserve and the prejudice of the farmer broken down. We know of his early devotion to some of the fraternal orders and of how hard it was to effect an entering wedge because of his unwillingness to admit that old line life assurance differed from these orders. They gave him a red collar, a badge and a meeting place which served as a social center, while we had nothing to offer him but a policy of level premium life assurance. Times have changed, however, and in the interval he has transferred his allegiance from the one to the other.

### Byrum to Open Agency

W. D. Byrum, who was formerly superintendent of agents of the Grange Life, and who until recently has been connected with the Michigan Life, which took over the Grange Life, is now contemplating establishing a general agency at Lansing, Mich. He is located at 116 Horton street in that city. Mr. Byrum is an experienced life insurance organizer.

### Bankers Life Agency School

The Bankers Life of Nebraska will hold another school for agents beginning Oct. 6 at the home office, with students enrolled by general agents representing most of the attendants.

## St. Joseph Life Plans to Extend Its Operations

HEAD IS IMPORTANT FACTOR

Will Make an Intensive Drive for Business and Eventually Will Change Its Name

KANSAS CITY, MO., Oct. 2.—The St. Joseph Life of St. Joseph, Mo., has very definitely embarked on an expansion program. In the program, it is planned to widely develop the company's present field force, to make an intensive drive for business, to change the name of the company, and add several agency officials and an actuary to the home office force.

Although the name is to be changed, the company's home office will not be removed from St. Joseph, which is in the center of the territory in which it now does business. These states are Missouri, Iowa, Kansas, Nebraska and Illinois.

Walter W. Head, nationally known Chicago banker, now vice-president Foreman State Bank of Chicago, who has been associated with President McPherson, as vice-president of the company, since its organization, has a hand in the developments under way.

### Has Fine Financial Statement

Recently officers sent out statements to other stockholders, bidding \$575 a share for \$100 par stock. As these holdings become centralized, the plans now being considered will take definite form, and a definite announcement will soon be made. The St. Joseph Life possesses an exceptionally fine financial statement and has an unequaled record for deferred dividends on participating policies. In its 17 years existence, it has won the reputation of being solidly substantial and enjoying consistent and steady growth. It is understood that there is to be no change in the company's policy.

A. L. McPherson is president of the St. Joseph Life, Walter W. Head, vice-president, and H. E. McPherson, vice-president and secretary.

## Security Mutual Conference Held

The Security Mutual Life of Nebraska held its agency convention last week. President Elmer B. Stephenson told the agents that every indication pointed to a speed resumption of business at last year's levels. Financial conditions are steadily improving, and with the return of courage and confidence that this presages much freer use will be made of the credit and banking facilities now idle to a considerable extent.

George B. Graves, Massachusetts Mutual, general agent at St. Paul, and V. J. Harrold, Lincoln National Life, Indiana manager, discussed the practical side of underwriting, covering business building, individual programs and sales leads, while outstanding company agents told of their methods and experiences.

### State Mutual Names Two

The State Mutual of Worcester has appointed Robert C. Mix agency supervisor and Arthur W. Johnson purchasing agent. Mr. Mix has been connected with the agency department several years, as supervisor of advertising and educational work, and as editor of "Field Service," the company's house organ. He completed a course for supervisors given by the Life Insurance Sales Research Bureau at Boston, and another in agency management at Babson Institute. Mr. Johnson is a graduate engineer, having received his degree from Massachusetts Institute of Technology. For three years he has been Worcester manager of the Remington Rand Company, manufacturers of office equipment.

## Legal Section Holds Meeting

(CONTINUED FROM PAGE 4)

from the bench, his cause is in all likelihood lost.

C. C. Shoemaker, Great Republic Life, had a paper on "Legal Effect on Right of Contest by Death of Insured During Contestable Period." L. A. Stebbins of Chicago criticized the courts for deciding against companies where there was a doubt in construing the incontestable clause where the language is not that of the company but the state.

R. H. Kastner, attorney for the American Life Convention, one of the bright young men that started in the old Omaha office, was featured this year in the legal section by giving a review of legislation and departmental action.

### Reviews Year's Famous Cases

Byron K. Elliott, manager and general counsel, gave a review of recent life insurance decisions for the year, it being his first appearance in that role before the Legal Section. In his conclusion Judge Elliott said that as he looked over these cases he was impressed that in a number the members of the Legal Section appear as counsel representing the parties in argument or in brief. He said the part played by the Legal Section in developing the literature of life insurance law will never be exactly measured but he declared that the contribution of the attorneys, who are members, is of major importance.

The Tuesday session was opened by R. B. Cousins, Jr., president San Jacinto Life of Beaumont, Tex., former insurance commissioner of his state, well known attorney and at one time assistant attorney general. He gave some observations from the standpoint of the lawyer, commissioner and company executive. E. R. Sloan, Bank Savings Life, discussed the authority of a soliciting agent to bind the company. The state decisions vary and even the federal decisions are confusing. R. F. Baird, Lincoln National Life, was the third speaker of the morning who spoke on "Rights of Autopsy."

President J. B. Reynolds, Kansas City Life, twice head of the American Life Convention, was called to the front and spoke briefly.

### C. C. Shoemaker's Talk

Clyde C. Shoemaker of Los Angeles, general counsel Great Republic Life, in his talk on the "Legal Effect Upon Right of Contest by Death of Insured During the Contestable Period" said that the incontestable clause has become a familiar element in life insurance contracts and has created some very interesting legal decisions. He said that the weight of authority thus far supports the rule that the death of the insured during the contestable period is immaterial and does not suspend the operation of the clause so as to relieve the insurer from the requirement that it must contest the policy if at all within that period. Mr. Shoemaker said this is the established rule in Arkansas, Kansas, Illinois, Indiana, Michigan, Missouri, New York, North Carolina, North Dakota, Oklahoma, Pennsylvania, Tennessee in the federal courts including the Supreme Court of the United States.

### Opposing Minnesota Decision

Opposed to the rule above stated is the minority rule announced by the Minnesota supreme court which stands alone in support of the proposition that the death of the insured during the contestable period fixes the rights of the parties, both as to the cause of action and the defenses existing at the time of death and suspends the operation of the clause so that as long as a cause of action exists against the insurer to recover for the loss, the defenses also remain available to the insurer.

One of the cases that lawyers refer to in discussing incontestable clause cases is the Illinois supreme court decision in Monahan v. Metropolitan Life.

Mr. Shoemaker said that under the rule established by the Monahan case the insurer was completely shut out from a defense to the policy if the insured died within the contestable period and before a suit to rescind the policy could be brought and the beneficiary delayed action on the policy until after the expiration of the two year period. Mr. Shoemaker said that the Minnesota case seems to stand alone and unsupported by other decided cases but the rule may be considered by many as founded on better reasons and as being just and workable depending on the point of view. The famous Minnesota case was the Mutual Life vs. Stevens, 157 Minn. 253.

### Unbroken Line of Authority

Mr. Shoemaker said that in studying the various cases there is almost an unbroken line of authority holding that a contest begins only when the company avoids or seeks to avoid the obligation of the contract of insurance by action in court, either by the company bringing suit for affirmative relief or by setting up its defense to an action to enforce the policy. The practical problems, he said, which have developed as the result of the incontestable clause are mainly due to the legal interpretation placed on the clause. The language of the contract is selected and formulated by the insurance companies. The attitude of the court is to hold the company liable under the terms of its agreement.

Mr. Shoemaker said it is reasonable to expect that as a consequence of the establishment of the majority rule and the practical difficulties and hardships resulting therefrom as well as the suggestion frequently made by the courts that after all it is a mere matter of contract, the language of the ordinary incontestable clause will be so modified and enlarged as to meet and cover the contingency of the death of the insured during the contestable period and thus relieve companies from what appear to be the unnecessary results of a strained legal construction of the clause in its present form.

### Last Afternoon's Session

Considerable discussion arose over the report read by Chairman F. V. Keesling, West Coast Life, appointed to recommend a revised incontestable clause. It was decided to have the report sent to the members for consideration and to receive their comment by Nov. 15. It will then go to the executive committee of the American Life Convention for proper action. Judge Paul Samuell of Jacksonville, Ill., former member of the Illinois supreme court bench, was introduced and made a short talk. Another innovation was the introduction of S. A. Foster of Des Moines, one of the founders of the American Life Convention, who is 83 years of age, and was connected with the Royal Union Mutual Life for 40 years.

B. P. Sears, general counsel of the National Life, U. S. A., led a round table discussion on the practical problems in handling life insurance trusts. This created much interest. F. W. Wozencraft of Dallas gave some facts in connection with the Texas supreme court decision in Proctor vs. Farm Credit Company involving the law of usury in connection with loans.

Mr. Wozencraft, who becomes chairman of the section, had the distinction of being mayor of Dallas at the age of 26, he being at that time the youngest mayor of a large city in the country. He served as captain of infantry overseas during the war. He is now one of the leading attorneys in Dallas and is associate general counsel of the Southland Life.

Mr. May, who becomes secretary, is a self-made man. He was a stenographer in a law firm at St. Joseph, Mo., and went to night law school in the Y. M. C. A. there. He served as assistant attorney general of Missouri. He went to St. Louis in 1924 as associate general counsel of the Missouri State Life and was made general attorney a year later.

## A. L. C. Members Debate Matters

(CONTINUED FROM PAGE 4)

Mr. Jacobs was a representative of the Insurance Advertising Conference.

His paper was particularly important because this week before the ad conference meeting at Milwaukee, President Charles W. Gold of the A. L. C. delivered a companion paper on "Insurance Advertisers of America." Mr. Jacobs said much good public relations work has been done by the A. L. C. but much more remains to be done, and he suggested either individual or cooperative national ad campaigns to secure better public confidence, avoid oppressive legislation and reduce sales resistance.

John E. Reilly, secretary-treasurer Old Line Life, Milwaukee, gave an interesting paper on "Farm Operating Accounting" before the Financial Section Wednesday, expressing the opinion that rock bottom had been reached in the farm first-mortgage loan situation and gradual recovery would be experienced.

Gladden W. Baker, assistant treasurer Travelers, spoke Thursday at the financial section meeting on "The Value of Diversified Investment," emphasizing that because life company funds must be kept comparatively liquid, the ideal investment is fixed interest securities with definite maturity dates.

### Kastner Reviews Enactments

Ralph H. Kastner, attorney A. L. C., St. Louis, gave a review of legislative and departmental action, pointing out that nearly 750 legislative proposals were presented at sessions of congress and legislatures of nine states holding regular sessions this year, as well as 14 states where special sessions were held since the 1929 annual meeting. He said only 183 of these appeared of particular application to life insurance and 38 directly affecting life companies were enacted while 12 others had general application.

Fred H. Aldrich, general counsel American Life, Detroit, discussed the highly interesting and important question "Surrender of a Policy by an Assignee" at the Legal Section meeting. He summed up legal decisions, as to rights of insured and beneficiary, showing that courts are at variance.

### Tells of Employees' Course

H. F. Chadeayne, chairman Home Office Management Section and manager administration department Missouri State Life, St. Louis, led off at the section's meeting Thursday night with a highly interesting address on "Giving Home Office Employees an Insurance Background." He told of his company's experiment in offering a lecture course on principles of life insurance for the benefit of employees, and the large response which was recorded. He urged serious thought on this subject, emphasizing that greater efficiency and more cooperation between home office staff and field may be expected as the result of such courses.

An expert in office management, W. J. Donald, managing director American Management Association, New York, gave some highly interesting comments on "Management Trends of Significance to Life Insurance Companies" at the general session Thursday.

### Sykes Stresses Cooperation

Dr. Lawrence G. Sykes, medical director Connecticut General Life, in his paper on "The Value of an Agency Minded Medical Department" brought up the fact that companies should employ only medical men of "expansive" type who could meet field men on a common ground, be diplomatic and cooperate with them fully, understand their problems and assist them in every way to write business. He said developments in the clinical end of life medical departments have been so great in recent years that a great deal of business now is approved which in the old

days would have been turned down flatly by rule of thumb.

The education of home office staff and field men in the matter of giving quick service, particularly in expediting issuance of life policies, was ably discussed at the Management Section meeting by L. D. Cavanaugh, vice-president and actuary Federal Life, Chicago. He told of the Federal's liberalized method of issuing policies under which they are acted on immediately and forwarded to agents for release by code.

### Helpful Loan Plan Explained

Friend W. Gleason, vice-president in charge of investments Pan-American Life, gave a thought provoking paper on the cooperation which investment officers of life companies can give to agents. He told of his company's "personalized" home loan system, which he says reduces sales resistance and gives the Pan-American agents entrée.

R. F. Baird, general counsel Lincoln National of Fort Wayne, Ind., in his paper before the legal section on "Rights of Autopsy" emphasized that judges are willing to cooperate in defeating fraud, but it is essential that companies apply immediately for permission to perform autopsies, otherwise the factor of sentiment may defeat the attempt.

### Canadian Investments Reviewed

A highly interesting paper was read by L. R. Young, assistant general manager of the Canada Life, on "A Review of Life Insurance Investments of Canadian Companies." He prefaced his remarks with the statement that Canadian companies would welcome a mutual understanding between their federal and our state insurance departments under which securities of Canadian governments held by their life companies might be freely accepted for deposit against reserves maintained in the United States. His address was of added interest because of the unusual investment experience of some Canadian companies investing under wider powers conferred by Canadian laws. Mr. Young commented however that except for the great preference shown by one large Canadian life company for common stocks, the other carriers have been paying particular attention to corporation fixed-interest obligations.

### Medical Directors' Meeting

The annual meeting of the National Association of Life Insurance Medical Directors will be held at the home office of the Metropolitan Life in New York City, Oct. 23-24. Dr. William Muhlberg of the Union Central is president.

### Wilkinson Syracuse Manager

Walter R. Wilkinson, formerly with the home office and field force of the Equitable Life of Iowa, has been appointed manager at Syracuse, N. Y., by the Guardian Life of New York. He succeeds W. F. O'Connor, resigned to devote himself to personal production in the Syracuse office.

### New York Course Opens

The life insurance training course of New York University will open Oct. 6 for its ninth year. There will be both evening and afternoon sessions conducted by a faculty of five members all well known in insurance.

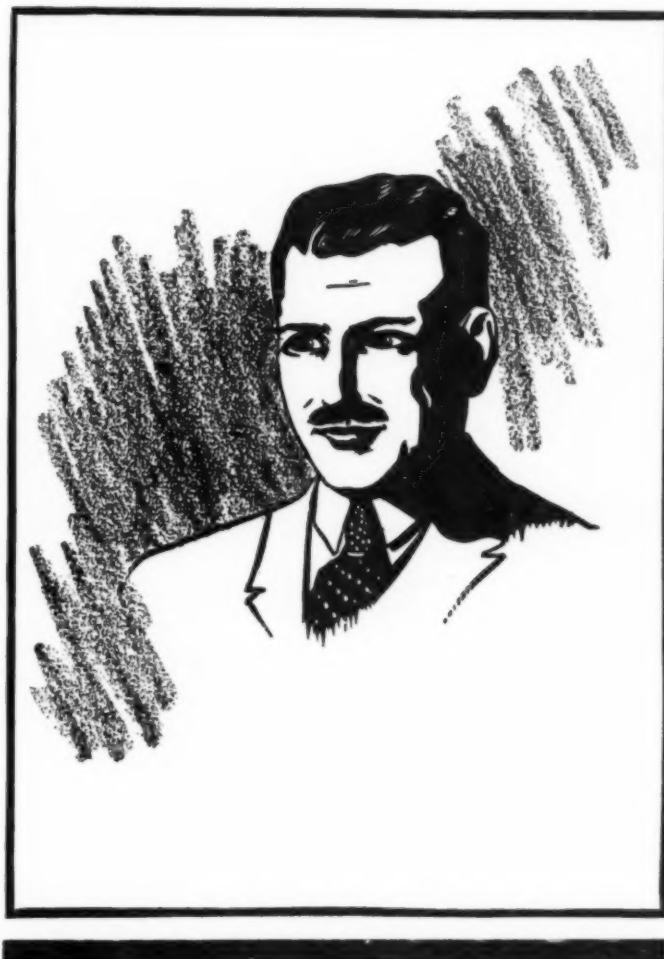
### Myrick Office Gains

Julian S. Myrick, New York City manager for the Mutual Life of New York, reports that his office paid for \$2,055,500 last month as against \$3,713,300 for the same month of 1929. For the first eight months total paid business was \$33,659,312, as compared with \$37,324,807 for the same period of 1929.

Clarence Baker, district agent at New Hampton, Iowa, for the Bankers Life of Des Moines, was married to Miss Martha Beuter of Waterloo, Ia., Sept. 8.



## In The Lincoln National Life Kit—A Plan to Serve Every Life Insurance Need



### For the BUSINESS AND PROFESSIONAL MAN the L N L presents **THE EMANCIPATOR PLAN**

The copyrighted Emancipator plan of The Lincoln National Life has, in less than two years, proved its right to a prominent place in the LNL kit. It offers the maximum of permanent protection at minimum cost. It is splendidly adaptable to future requirements and admirably fitted to the needs of business insurance and personal protection of business men. An attractive folder describes this popular contract.....In the LNL agent's kit there is a plan to serve every life insurance need.

**The Lincoln National Life Insurance Company, Fort Wayne, Indiana.**

SEE OVER

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**In The Lincoln National Life Kit—A Plan to Serve Every Life Insurance Need**

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**For The INVESTOR The Lincoln National Life offers many attractive contracts including the 4½% Annuity with insurance benefits returning principal at death**

Another star among the fine special life insurance and annuity contracts of the LNL agent is the 4½% Investment Annuity. There are also popular endowment forms and settlement options which make LNL contracts attractive to investors. The booklet, "All Welded Into One," gives a detailed account of the 4½% Annuity.....In the kit of the LNL agent there is a plan to serve every life insurance need.

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**The Lincoln National Life Insurance Company, Fort Wayne, Indiana.**

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SEE OVER



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## In The Lincoln National Life Kit—A Plan to Serve Every Life Insurance Need

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### **For the YOUNG MAN The Lincoln National Life offers the Multi-Optioned 23 YEAR ENDOWMENT**

This is an ideal policy for the young man because it is so readily adaptable at a later date to new insurance needs. It enables the young man to enter into an insurance program without hesitation, knowing his plan will gear in to future demands as few contracts can. Many LNL representatives have begun a long relationship as insurance counsel by placing a 23 Year Endowment. This policy is described fully in the pamphlet "Something Different in Life Insurance." . . . In The Lincoln Life Kit there is a plan to serve every insurance need.

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The Lincoln National Life Insurance Company, Fort Wayne, Indiana.

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SEE OVER

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## In The Lincoln National Life Kit—A Plan to Serve Every Life Insurance Need

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### **To the YOUNG WOMAN the L N L Retirement Income Plan is Very Attractive**

Hundreds of young business and professional women have provided for their own future with the LNL Retirement Income plan so well adapted to their needs. The plan is also a popular seller to men. The popularity of this plan is evidenced in the fact that numerous LNL agents specialize in this contract with great success. The booklet, "Pension Yourself," tells the story of this contract; another special illustrated booklet appeals to the insurance need of business women.....In the kit of The Lincoln Life agent there is a plan to serve every life insurance need.

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**The Lincoln National Life Insurance Company, Fort Wayne, Indiana.**

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SEE OVER



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## In The Lincoln National Life Kit—A Plan to Serve Every Life Insurance Need

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### **For the CHILDREN The Lincoln National Life Offers Tested, Attractive Juvenile Contracts**

The educational and thrift Juvenile policies of LNL have often opened the door to Lincoln Life representatives for writing the entire family. The Payor provision on the life of the father, the acceptance of juvenile risks from birth, and the variety of Juvenile forms are among the reasons for enthusiasm of Lincoln Life men for these contracts. The nursery picture book, "Your Child's Future," and the folder on "The Road to To-morrow" concern themselves with these policies.....In The Lincoln Life Kit there is a plan to serve every insurance need.

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**The Lincoln National Life Insurance Company, Fort Wayne, Indiana.**

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SEE OVER



## The Lincoln National Life offers modern, easy-selling policy forms to serve every Family Protection, Business, and Investment-Retirement Need

The Lincoln National Life offers to producers and organizers of proved ability exceptional Home Office sales-promotion service and co-operation plans and material. Can you measure up to its requirements?

### USE THE FOLLOWING BLANK

The Lincoln National Life Insurance Co.  
Fort Wayne, Indiana

Please tell me of agency openings with you in the following territory.....

Here are some facts about myself. Age.....

Married..... Children.....

Education .....

Life insurance experience .....

Organization and sales accomplishments .....

Name .....

Address .....

"LINK-UP-WITH-THE-LINCOLN", A STRONG,  
COMPANY WHICH PLEDGES THAT "ITS

L. F. 10-3-30



SAFE, AGGRESSIVE, GUARANTEED-LOW-COST  
NAME INDICATES ITS CHARACTER."



The Lincoln National  
Life Insurance Co.,  
Ft. Wayne, Indiana

1

is a guaranteed low-cost,  
ordinary life Company,

2

with more than \$875,000,-  
000 of insurance in force;

3

it is aggressive, progres-  
sive, human, and friendly,

4

strong and ably managed,

5

absolutely safe,

6

rapidly growing,

7

and offers some exception-  
ally attractive openings  
for agents and organizers  
who can measure up to its  
requirements.



## Gold Visualizes Collective Plan

(CONTINUED FROM PAGE 5)

properly budgeted, sufficient amount being laid aside that will care for dependents in the proper way," he says. "The education of the general public in insurance matters is no unworthy objective, and no slight challenge for the best energy and brains of advertising men."

He says it is desirable that confusion of names of life insurance companies be eliminated. Companies through such advertising could give advice to policyholders regarding prolongation of life. Mr. Gold says if a \$10,000 policyholder lives one year longer the company in which he is insured saves between \$700 and \$800 in interest and extra premium gained. He believes advice given in an institutional advertising campaign would have greater weight than coming from an individual company, as the factor of "selfish interest" would be eliminated.

Mr. Gold admits that his idea for a national institutional campaign is theoretical, chimerical and has little practical value, yet he says in his opinion before many years life insurance interests of this country will come together in such a campaign which, although it may appear altruistic in purpose, will have genuine business reasons behind it.

## Joint Publicity Drives Boosted

(CONTINUED FROM PAGE 3)

through the commissioners which has kept insurance so sound, secure and respectable. Much of the forward looking legislation is originated through the commissioners. Public relations of life insurance takes in the whole field of proper legislation.

"I dream of an insurance business so much larger that our present business will dwindle into insignificance just as the business of 10 or 20 years ago was insignificant as compared to the business of today. We must plan ahead toward the accomplishment of this dream through cooperative publicity which will carry the story of insurance to the entire public."

### Gold for United Effort

The next speaker, Charles W. Gold, vice-president Jefferson Standard Life, and president American Life Convention, speaking on "Insurance Advertising—What it Does," made a plea for a general combined institutional advertising program.

"The cost of each organization would be very small compared to the large amount of money collected from life insurance companies through taxation," stated Mr. Gold. He pointed out that such a combined advertising campaign would put over the idea that people are underinsured, would eliminate confusion of similarity of names of life companies and could also discuss the programming of life insurance, lapsation and examinations.

"A national advertising scheme would be very altruistic in purpose but would be backed by sound business reasons," concluded Mr. Gold.

### Stanley Gives His Views

F. P. Stanley, vice-president Glens Falls Indemnity, speaking in a straight-from-the-shoulder manner on "Insurance Advertising—What it Does and What It Should Do," told of his dream of an advertising campaign designed for the entire populace in every large city as well as in every small hamlet. Such a program, he said, should tell what insurance is, what it does and how it does it. The majority of people do not believe in insurance, he says.

Laymen should be convinced that insurance is an everyday necessity for them and should be shown that the insurance business is not mysterious, but is of the highest type and does much good for everyone.

After the prospect thinks good of in-

surance it is time to start a constructive advertising program. This program should be open to fire life and casualty companies and would hammer down custom, habit and old traditions that even though they are used at present are not necessarily the best methods.

In concluding Mr. Stanley stated that to get the best results out of advertising it is necessary to follow it up, and good hard work is needed to accomplish this.

The morning session concluded with a talk by Clyde B. Smith, president National Association of Insurance Agents, who stated that the idea of a national advertising campaign is nearer to reality than anyone supposes.

"Insurance advertising is now a hit and miss proposition," declared Mr. Smith. "It is best to concentrate on advertising one form of insurance for a particular period, and then after that period concentrate on another form."

"The agent must be sold on advertising and the cooperation of agents, companies and advertising departments is paramount. Personal solicitation is needed to tie up with the advertising."

Mr. Smith concluded by saying that insurance needs advertising now and that he looks forward to the time when a national advertising program will be participated in by every company.

Adequate direct mail preparation by

general agent, manager or company in advance of an agent's call was urged by Homer J. Buckley, president Buckley, Dement & Co., Chicago direct mail specialists, in his address Monday on "Flitting from Prospect to Prospect." He said only the public's great interest in insurance permits the vast army of solicitors to operate profitably in view of their methods.

### Strong Executive Officer

Montgomery & White, well known Chicago general agency, has appointed Robert Erskine Strong a member of the organization effective Oct. 1, in an executive capacity. Mr. Strong formerly was general manager for Charles Bruning Company of Chicago, engineers and architectural supply house, was credit manager for nearly eight years for the Royal Typewriter Company, and also was attorney for the National Surety for four years in the New York office. The appointment is a part of the agency's expansion program which has been under way for two years. The agency is branch manager for the American Liability & Surety of Cincinnati, which is owned and controlled by the Western & Southern Life, and also represents the latter company as general agents in Chicago and all Illi-

nois. The Montgomery & White office originally was primarily in the casualty and fire insurance business, but now is actively developing business in all branches of insurance, including an established life department under the management of Cyril Hettick. The office operates its own service department, with facilities for agents throughout Illinois.

### Fraternal Changes Name

Delegates to the annual convention of the Mystic Workers, a fraternal organization, in St. Louis last week voted to change the name to the Fidelity Life Association. Arthur J. Bentley of Fulton, Ill., president, said the change was made to better identify the organization as a life insurance association.

### Erickson Agency's Meeting

The southern Minnesota general agency of the Northwestern Mutual Life, headed by L. A. Erickson, held an agency meeting in Mankato, which was very well attended. The guest speaker was Ben S. McGiveran, general agent at Eau Claire, Wis. E. Ray Cory and L. S. Williams of the Erickson agency were also on the program. The topic was "Life Insurance as Property" and "Time Insurance."

## The Minnesota Mutual is now a \$200,000,000 Company

1930 New Business 150% of same  
period 1929

7th in percentage of growth for  
1929 among Companies over 100  
Million in force

44 years to reach first 100 mil-  
lion—6 years to reach second  
100 million

*Our Sales Plans Are Working  
May We Tell You About Them?*

## The MINNESOTA MUTUAL LIFE INSURANCE COMPANY

Saint Paul





**AN ARCHITECTURAL LANDMARK OF DIGNITY AND BEAUTY**, this building is primarily an ideal workshop. The Company's 3,800 employees enjoy the maximum of good air, sunlight and quiet possible in the intense life of Manhattan, as well as 20th Century utilities and conveniences that multiply human efficiency in the day's work.

**NEW YORK LIFE INSURANCE COMPANY**

MADISON SQUARE, NEW YORK, N. Y.

**DARWIN P. KINGSLEY . . . . President**

## Big Gathering Held in Chicago

(CONTINUED FROM PAGE 3)

connected with three sections of the convention. Dr. L. G. Sykes, medical director Connecticut General Life, spoke under the auspices of the medical section with Dr. C. B. Piper, Guardian Life, presiding. H. P. Wright, a director of the Kansas City Life, spoke under the aegis of the financial section with Chairman Torrens presiding. W. J. Donald, managing director American Management Association of New York, appeared for the management section with Chairman Chadeayne presiding.

### Trio of Veterans Speak

This year is the 25th anniversary of the founding of the American Life Convention, its original meeting being held in the Great Northern hotel at Chicago. Three survivors of that group were present to give reminiscences of the early days, they being President J. B. Reynolds, Kansas City Life, President Isaac Miller Hamilton, Federal Life, and S. A. Foster of Des Moines, who was formerly secretary of the Royal Union Mutual Life.

The agency section will hold forth Friday morning with Walter E. Webb, vice-president National Life U. S. A., chairman, presiding. Mr. Webb is chairman of the general committee of officials of Illinois companies that had charge of the local entertainment and outside activities. In that capacity he was the busiest man of the week. He spent his time between the Olympia fields, the Stevens hotel, his home in Glencoe and his office on LaSalle street. He had every detail carefully arranged.

### Speakers at Agency Section

The speakers at the agency section meeting are Manager of Agencies A. L. Dern, Lincoln National Life, Educational Director Walter Cluff, Kansas City Life, Agency Vice-President James A. McLain, Guardian Life, and George H. Harris of Montreal, supervisor field service bureau Sun Life of Montreal.

One of the pleasing features this year was a luncheon given by the executive committee to the state vice-presidents, this being Thursday noon. The banquet and dance were held Thursday evening. The ladies were admirably looked after by a special committee of Chicago women. Arrangements were made to take groups of women to various places in the city, Monday and Tuesday with some member of the local committee accompanying each group. They had a dinner Tuesday night, a luncheon Wednesday noon, a theatre party Wednesday evening and a motor trip up the North Shore, Thursday with a luncheon at the Vista del Lago club. On Wednesday afternoon the women were taken to a number of institutions in the city of particular importance.

### Judge Elliott's Report

Judge Byron K. Elliott gave his annual report as manager and general counsel of the American Life Convention Wednesday morning. He called attention to the fact that this is the silver jubilee year and that the organization started in Chicago, Nov. 20, 1905, with 14 companies. Now it has 129 members. Judge Elliott reviewed some of the legislative results of the year. He called attention to the serious demand made on companies for policy loans during financial depression and the prompt manner in which this was met. He said that the American Service Bureau had a very profitable and successful year. He feels that the results of the year have strengthened the regard of the public for life insurance protection.

### Secretary Coler's Paper

Secretary W. P. Coler of the American Life Convention gave one of the most important surveys of the entire program. He gave some of the policy developments of 1930. He hit the high spots but he brought out in his remark-

## Under the

**Square  
Deal**

## Agency Contract

as issued by

**Guardian Life**  
Insurance Company

## You will have

- Vested and non-forfeitable renewals
- Unrestricted territory
- Power of appointment to build your own agency
- Direct Home Office connection

**FOR DETAILS — simply fill out the coupon if you live in Wisconsin — Minnesota — Iowa — Ohio.**

**National Guardian Life Ins. Co.  
MADISON, WIS.**

Gentlemen:

Please send me details regarding your Square deal agency contract.

Name .....

Address .....

N.U.30



able paper some ideas of importance. Mr. Coler proved himself a penetrating analyst, a keen observer and a man with courage of expression. As a rule he looks for more conservatism in business. He concluded his address with this thought, "Greater care will produce better results. I look forward to the future, confident of our ability to help preserve American liberty with our offer to conserve and protect the savings and life values of those applying to us, of their own will, as the result of the work of our teachers—the agents."

#### Spoke on German Situation

Benjamin M. Anderson, Jr., economist of the Chase National Bank of New York City, spoke Wednesday afternoon on "The German Situation and the World Unrest." He said that Germany has made more of the economic readjustments necessary to meet the changed world situation than most other countries. It has been painful, it has involved heavy unemployment, it has necessarily generated political unrest which reflected itself in the substantial gains by the extreme parties in the last election. Mr. Anderson held, however, there is no justification for panic regarding the future of Germany or the future of German securities as a class. He said that Germany is a veteran in dealing with difficult times.

#### Sharpe Dealt With Lost Policies

D. Sharpe, secretary of the American Savings Life of Kansas City and the Central Life of Fort Scott, Kan., spoke before the home office management section detailing the procedure with regard to lost policies. He sent out a questionnaire and got replies from 92 companies. He assembled these returns and gave some interesting information as to the procedure that these companies followed in issuing duplicates or giving lost policy receipts.

#### Col. Robbins for President

Col. Charles B. Robbins, president of the Cedar Rapids Life, is slated for the presidency of the American Life Convention. He has been serving on the executive committee with great distinction. The Indiana companies will back very strongly President Frank P. Manly, Indianapolis Life, for the vacancy on the executive committee. Charles W. Gold, the retiring president, according to custom will be elected to the committee. The term of John M. Laird, vice-president Connecticut General Life, expires and he no doubt will be reelected.

#### Roger Hull Brought Greetings

Pittsburgh is seeking the 1931 meeting. Roger B. Hull, managing director National Association of Life Underwriters, was present to bring its greetings. He urged a more optimistic tone in American business. Fear, he declared, should be dispelled. President J. B. Reynolds of the Kansas City Life, occupied the chair while President Gold gave his address.

As the organization started in Chicago 25 years ago and Mr. Reynolds was its first president, his appearance on the platform, was especially appropriate. At the meeting of the state vice-presidents Thursday. Manager B. K. Elliott and Vice-president Claris Adams, American Life of Detroit, spoke. At luncheon Wednesday the executive committee and past presidents had a gabfest.

### Praise Toronto Meet's Program

(CONTINUED FROM PAGE 5)

and is practically certain to be a feature of future sessions. That open forum and the sales demonstrations by Professors Borden and Busse and by Earl G. Manning and "Charlie" Gilman—particularly the latter—afforded the relaxation from a program of prepared addresses that has sometimes in the past

been provided by talks of a lighter character. These features were thoroughly informative, however, as well as entertaining. The way the crowd stuck clear through to the end of the Friday afternoon session again demonstrated that the people who attend these meetings are not the kind that consider the catching of a train of more importance than hearing the speakers they have come to hear. Some organizations complain that they can not hold a crowd for an afternoon session the closing day of a convention, but that certainly does not apply to the life underwriters.

#### Attendance at High Point

The attendance probably passed by a small margin the best record made at any previous meeting of the National association, but no real comparison can be made along that line, because of the large percentage of Canadians among the registrants at the Toronto meeting. The cultivation of the international spirit, which was so much in evidence at this meeting, is unquestionably well worth while. A joint meeting of this kind, however, has its disadvantages, as there were some of the Canadian contributions that were not of as great interest to the men from this country as were some of the other features of the program, and they naturally did not

make as many close contacts as they would had the attendance been altogether of men whose interests were closely identical with their own and whom they might expect to meet again at future conventions. Some of those from the states were also selfish enough to admit wishing that this particular program or certain parts of it might have been staged at a point where more of their friends could get the benefit of it. Particularly with those from the south and southwest, the distance was too much of a handicap.

#### New Men Are Honored

The clean sweep which was made on the official slate of the association by the nominating committee putting in entirely new men for all offices except president and treasurer, of course caused some comment. The association has an experienced man at the head, however, in George E. Lackey, and his associates on the official roster are all men who have shown their deep interest in the National association movement, although they may not have been the recipients of any official honors in the past, and with the headquarters staff functioning smoothly and efficiently, there seems to be reason why the National association should not show another year of progress.

### White Industrial Life Proves Very Profitable

The advent of a large number of colored accident and health companies which are eating heavily into the business of industrial companies is causing the industrial accident and health companies to go in stronger for white industrial life business, and they are finding this business very profitable. This trend caused the Industrial Insurers Conference at its annual convention in Chicago to devote a part of its program to industrial life insurance.

At the conclusion of the session it was announced that half the program for next year's convention at Asheville, N. C., will be devoted to industrial life.

Members, it is said, are finding the white industrial life business far more profitable than colored accident and health, and plan an intensive drive for it with the aim of gradual elimination of the colored business. This trend is being followed by eastern and southern companies.

The Paul Revere Life, recently organized running mate of the Massachusetts Protective, has been admitted to Virginia and Nebraska.

## "Check and Double Check"

We refer to our standing in Best's Rating Chart.

Note these outstanding qualifications:

1. Nearly a quarter century old.
2. Character and distribution of assets.
3. Low mortality and high interest earnings.
4. Low net premiums for first ten years.
5. Rating—"A" or "Excellent."

Want a general agency with a company of this character? Then write in confidence to the Agency Department.

### THE MIDLAND MUTUAL LIFE INSURANCE COMPANY

COLUMBUS, OHIO

Assets \$19,000,000

In force \$110,000,000

## THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Friday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. **EDWARD J. WOHLGEMUTH**, President; **JOHN F. WOHLGEMUTH**, Secretary; **HOWARD J. BURRIDGE**, Vice-President and General Manager; **NORA VINCENT PAUL**, Vice-President; **WILLIAM A. SCANLON**, **GEORGE C. ROEDING** and **O. E. SCHWARTZ**, Associate Managers

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## Member Audit Bureau of Circulations

### Anniversary of the American Life Convention

THIS week at the annual meeting of the AMERICAN LIFE CONVENTION in Chicago is being celebrated its 25th anniversary. It is appropriate that at the time of its silver jubilee the meeting should be held in Chicago because it was in that city that the organization originated. The first conference was held at the Great Northern hotel 25 years ago and from that resulted the association which has become so great a factor in the life insurance world especially in the west and south.

**JOSEPH B. REYNOLDS**, president of the KANSAS CITY LIFE, who was one of the founders of the AMERICAN LIFE CONVENTION, and was its first president, attended the convention this week and participated in a special ceremony in which two other men spoke who were also "founding fathers," they being President ISAAC MILLER HAMILTON of the FEDERAL LIFE of Chicago and SIDNEY A. FOSTER of Des Moines, who is secretary of the ROYAL UNION MUTUAL.

An executive of one of the large eastern companies remarked in the Hotel Stevens' lobby, where the convention is being held, that the AMERICAN LIFE CONVENTION more than any other association connected with the business had worked out the most effective program of public relations.

The convention has brought together the smaller companies and has been a constructive influence in their development. It has been a real training school and a fountain of information for hundreds of officials. Many look to it for guidance. It is a distributor of valuable information and experience. It has not only made more uniform life insurance practice but it has done much to rub down the angularities of competition. It has made company officials more friendly with one another. It has dispelled suspicion. It works in harmony with the ASSOCIATION OF LIFE INSURANCE PRESIDENTS. Life insurance is in a stronger position, practices are more uniform, standards have been elevated, officials are better informed and companies are better managed because of the activities of the AMERICAN LIFE CONVENTION.

With the introduction of more sections or departments in its work it has really started on a new career of usefulness. In fact, today the work of its sections is regarded as probably its most important achievement.

The men who founded the organization had a penetrating vision and to them the officials of the present day owe much for laying the foundations of this valuable and constructive organization.

### Constructive Thinking a Good Tonic

EFFECTIVE thinking is a great antidote for worry and in fact many of the mental ills with which humanity is often afflicted. When one gets his mental machinery geared so that it will run in the right direction and will concentrate on subjects that

have an uplifting and stimulating influence much of the fog in the mind is driven away and the sunlight enters. Many people in the doldrums have found good, hard thinking the best possible medicine for them.

### Must Meet Modern Demands

THE men who are making progress and are achieving something in life are responding to modern conditions and are adapting themselves to the practices of the day. When a person stops growing he stops getting out of life what he should or accomplishing what he might. Either one must step along and move briskly or he drops out of the process

entirely. The world can not wait for the sluggard or the man who is continually looking at the ground and does not see the sky and the landscape about him. We need today men of vision and enthusiasm, who know what up-to-date demands are and then seek to command them. Horse and buggy methods won't do in an automobile age.

## PERSONAL SIDE OF BUSINESS

**C. M. Biscay**, manager of the ordinary department of the Western & Southern Life, and for many years business manager of the "Insurance Press" of New York, started in as an agent in the Metropolitan Life under J. K. Voshell 35 years ago in Baltimore. Previous to that he had been an agent for the New York Life in Brooklyn, N. Y., his home. Mr. Voshell is still superintendent in Baltimore. Mr. Biscay made a good industrial record, was promoted to assistant at Nyack, N. Y., and finally to superintendent of the Metropolitan at Saginaw, Mich. In all of his work with the Metropolitan he made a splendid record. He went with the "Insurance Press" and became one of the best known insurance journalists, giving particular attention to industrial insurance and the industrial edition of the "Insurance Press," which he built up to large proportions. There is now a colony of three ex-insurance journalists in Cincinnati, of whom Mr. Biscay was the first, the others being two graduates from the "Weekly Underwriter" staff, F. W. Sarles, of the Inter-Ocean Casualty, and R. W. Budlong, who is in charge of advertising for the Union Central Life.

**Frank N. Julian**, former Alabama commissioner, has been confined to his home by illness for 10 days or more. He hopes to be out in time to attend the Dallas convention of the National Association of Insurance Agents. Mr. Julian is president of Bankers Fire & Marine of Birmingham and is now receiver under federal appointment for the Citizens Life of Huntsville, Ala.

**Bert H. Zahner**, who was formerly in charge of the Chicago branch office of the old American Life of Dallas, handling its reinsurance business, is now connected with the reinsurance life division of the Security Life of Chicago. He has been on a trip through the south. Mr. Zahner is an expert in reinsurance and has a wide acquaintance.

**J. J. Doyle**, publicity manager of the Western & Southern Life, is in New York visiting his brother Cardinal Doyle of Australia. Before returning to his home in Australia Cardinal Doyle will visit his brother in Cincinnati.

**Ernest H. Perkins**, general agent at Richmond for the Provident Mutual Life, has been elected president of the Richmond First Club, which is composed of 100 of the leading young business and professional men of the city.

The dean of Connecticut Mutual general agents, **Samuel T. Chase**, Chicago, celebrated the 25th anniversary of his connection with the company Sept. 25. He first went into business in 1892 with Stone-Ordean at Duluth, following his graduation from Harvard. The next year he became treasurer of the Kimler Wire Manufacturing Company of Chicago. Later he took up life insurance as an agent for the Northwestern Mutual, working actively for three years. He took control of the Royal Gas Light Company of Chicago in 1903 until such time as he could secure a general agency.

Such an opportunity came in 1905 when Mr. Chase was offered the Illinois territory by the Connecticut Mutual Life. He has had remarkable success in organizing his men and developing successful agents and even general agents. There are instances where Mr. Chase's Illinois territory has been subdivided and a part given to some leading producer of the Chase agency.

An instance of Mr. Chase's wholehearted interest in the success of members of the insurance fraternity may be found in his awarding annually the Chase cup to the company's leading producer. In 1920 the Chase Agency won the Organization Trophy offered by the president of the company "in

recognition of the best record in organization development for the year."

**Frank P. Manly**, president of the Indianapolis Life, has been elected a director of the Indianapolis Athletic Club. The dinner celebrating the 25th anniversary of the founding of the Indianapolis Life Oct. 6 will be held at the club.

**Charles S. Chappel**, vice-president of the B. W. Douglas Agency, Newark, N. J., died suddenly of a heart attack at his home in Nutley, N. J., last week. He was associated with the Douglas agency for more than three years, having gone there from Los Angeles to enter the insurance field with his son-in-law, B. W. Douglas.

President **S. F. Clabaugh** of the Protective Life, Birmingham, Ala., feels that he is "made" now since his name and record have been listed in "Who's Who in America."

**James E. Woodward**, former vice-president of the Pan-American Life who recently resigned to assume charge of the ordinary division of the Life of Virginia, was tendered a banquet in New Orleans by his former associates there. Crawford H. Ellis, president of the Pan-American, was master of ceremonies. Mr. Woodward was presented with a Hamilton watch on which was engraved, "In appreciation of 18 years of service." Other speakers were: Dr. E. G. Simmons, vice-president and general manager; Eugene J. McGivney, vice-president and general counsel, and Dr. Marion Souchon, vice-president and medical director.

**A. Mosley Hoskins, Sr.**, general agent of the Penn Mutual for Tennessee, with headquarters in Nashville, died from the effects of gas. He had been ill for some time. Mr. Mosley was a veteran in life insurance. He formerly was superintendent of agents for the Philadelphia Life, and also had been home office supervisor of the Penn Mutual, assigned to the Patterson agency in Chicago. He was made Tennessee general agent about a year ago.

**Waldo E. Hodgdon**, assistant counsel of the John Hancock Mutual Life, is on the program of the Title Association of America's annual convention in Richmond, Va., October 7-10. He will discuss: "A Lending Institution's Troubles."

**Oscar C. LeBart**, general agent of the New England Mutual Life at San Francisco, is on an agency trip to Portland, Seattle, Vancouver and Victoria. Mr. LeBart, who is making the trip via airplane, expects to be able to complete his business and return within 10 days by using this method of travel.

**Henry Faul**, general agent for the Travelers at Evansville, Ind., and a 32nd degree Mason, will take a leading part in the fall convocation of Scottish Rite Masons at Evansville early in November.

The Pacific States Life of Hollywood has sent to its friends a booklet entitled "The Land of the Caluengas." The booklet deals with the development of civilization in southern California. Hollywood is regarded as the land of the Caluengas. The booklet states that in Hollywood has been brought the treasures of the world garnered from all sides. "It is here in Hollywood that the old world will stop," says the author, "because it can go no further westward and gather its strength and its resources to attend the birth of the new heirs of the earth." The booklet deals with the old missions of California, the attempts to convert the Indians, the exodus of the Spaniards, the coming of the Mexicans and then the great trek of the Americans. "Caluengas" w...



gas" was a warning given by the Indians and about the Los Angeles section when the horde of adventurers came in later years. The mountain pass where all comers went was the road to what is now Hollywood, it being slightly southeast. "Cahuenga" became the name the Spaniards gave to this section and the Aborigines were referred to as "Los Cahuengas." The rancheria or village of the Cahuenga Indians was situated near what is now the junction of Vine and Yuca streets in Hollywood. The Pacific States Life has its own building at this very corner.

E. J. Meyer, one of the oldest life insurance men in Montgomery, Ala., underwent a serious operation Saturday at a hospital. He is general agent for the Massachusetts Mutual Life.

John D. Riley, agent for the Massachusetts Mutual Life at Morristown, Tenn., believes in keeping contacts at all times. Several months ago he wrote a large policy on the owner of the Artwood Carving Co. at Morristown, Tenn., and thereby made a good friend. On a recent contact the owner told of the accidental death of one of his employees and advised Mr. Riley to pounce on the rest for insurance. Most of them were without protection of any kind. After a round of the plant Mr. Riley wrote nine applications for \$42,000.

Jules Girardin, veteran general agent Phoenix Mutual Life in Chicago, completed 40 years' continuous service with the company Wednesday. Mr. Girardin was formerly a fire insurance man in Galveston, Tex. He took an interest in life insurance and was sent to Chicago to build up the local business of the Phoenix Mutual. He is a past president of the Chicago Life Underwriters Association and is one of the most popular men in the business in his section.

Robert A. Judd, Chicago manager of the Phoenix Mutual, gave a luncheon for his agents Wednesday in honor of Mr. Girardin.

Charles W. Gold, vice-president Jefferson Standard Life of Greensboro, N.

C., and president of the American Life Convention, attended the meeting of the National Association of Life Underwriters at Toronto last week and then trekked to Chicago with Mrs. Gold to attend the annual meeting of the American Life Convention of which he is president. He had an engagement Saturday night in Minneapolis to address the agents here. He got mixed up in his geography and did not arrive in Chicago until noon Saturday when it was too late to get to Minneapolis to keep his engagement. Hence he took advantage of the airplane service and flew there in ample time to make his talk. Being enraptured with the flight he returned by that means Monday morning in time to join Mrs. Gold at the Stevens for dinner. On Monday morning Mr. Gold addressed the annual meeting of the Insurance Advertising Conference in Milwaukee and then ran back to Chicago to appear at the legal section of the American Life Convention that afternoon which is meeting the first two days of the week. Mr. Gold is one of the veterans in the cause and has long been conspicuous in American Life Convention councils.

John H. Rees, director of publicity and advertising of the Colonial Life of Jersey City, has assumed the editorship of the "Colonial News," the weekly official house organ of the company. This is in addition to his other duties. Mr. Rees tours the various district offices with F. K. Howson, ordinary agency supervisor, and gives educational talks pertaining to the sale of life insurance.

Wolf Seidman, 58, a prominent figure in the insurance business in Scranton, Pa., died at the Mayo clinic at Rochester, Minn., where he had been undergoing treatment. Mr. Seidman was associated with the Scranton Life for many years.

George H. Earnshaw, 45, superintendent of agencies for the Sentinel Life, died last week. Mr. Earnshaw had been with the Metropolitan in East St. Louis as manager before going with the Sentinel.

## LIFE AGENCY CHANGES

### McClure With Rockford Life

Resigns as President of the Mutual Life of Texas to Head Field Organization

E. L. McClure has resigned as president of the Mutual Life of Texas to become state manager for the Rockford Life in Texas.

Mr. McClure is well known among the insurance men of Texas, having acted as general agent in south Texas for the Rockford Life since 1926, as well as being the organizer of the Corpus Christi Mutual Life, later changing its name to the Peerless Mutual Life. He became the first president of the Mutual Life of Texas, only recently having disposed of his interest in the latter company. Pending definite arrangements for a main office that will be located in Dallas, Mr. McClure's temporary headquarters will be in Corpus Christi, Tex.

### J. I. Thomason, Guy Anderson

With the appointment of J. I. Thomason, for more than two years manager, agency development in the Duluth office of the Travelers, as manager at Toledo, Guy O. Anderson has been promoted to assistant manager in charge of the Duluth office. Mr. Thomason became a resident of Duluth in February, 1928, when he was made manager. He has been connected with the company nearly 10 years, and prior to going to that city was special agent at



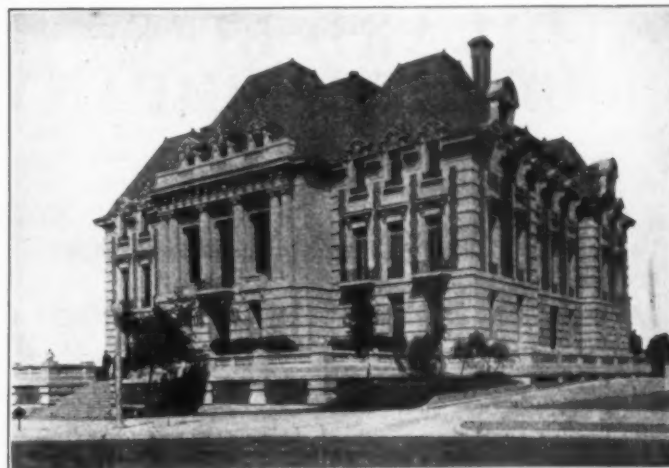
E. L. MCCLURE

Minneapolis and later assistant manager in Milwaukee.

Mr. Anderson succeeds to the position held by Mr. Thomason after having served as a field assistant in Duluth under Mr. Thomason since the latter part of 1928.

### Cliff Crow

The Pilot Life has appointed Cliff Crow general agent in Birmingham,



New Home Office Building

## A Complete Life Insurance Service for a Modern Age



### We Offer

- Policies all ages, 1 day to 70 years.
- Both Participating and Non-Participating.
- Non-Medical—Sub-standard.
- Disability, Dismemberment and Surgical Benefits.
- Special Monthly Premium Payment Plan.
- Double Indemnity.
- Children's Policies with Beneficiary Insurance.
- NEW FAMILY INCOME PROTECTION POLICY.
- Sales Planning and Circularizing Department.
- Producers' Club.

Available territory in seventeen states West of the Mississippi River and in Illinois and Florida.

WRITE DIRECT TO HOME OFFICE

## Central States Life Insurance Company

James A. McVoy, President

HOME OFFICE: SAINT LOUIS

## GIRARD LIFE INSURANCE COMPANY

Opposite Independence Hall  
Philadelphia, Pennsylvania

Has excellent General Agency openings in Ohio and Michigan under—

### A GENERAL AGENCY CONTRACT WHICH MEANS

Larger first year commissions  
Longer renewals  
Larger overwriting commissions  
All standard forms of policies (Participating and Non-Participating)  
Liberal disability benefits  
Double Indemnity benefit  
Guaranteed annual reduction in the premium  
Also cash dividends  
Low net cost  
Real Home Office Service

Twenty-three years of careful and conservative management has made the Girard Life one of the financial giants (assets over liabilities) in the life insurance field, with the distinction of having the highest possible rating—EXCELLENT. We seek General Agents of high character and ability, who are willing to devote their entire effort to organization and development of a General Agency.

Write us giving a word picture of yourself and your experiences. Your correspondence will be treated as confidential.

## A TOWER OF STRENGTH

# 1929

New Insurance Paid For.....\$ 654,451,000

Total Insurance in Force.....\$2,401,237,000

Surplus and Contingency

Reserve ..... 72,807,000

Total Liabilities ..... 495,390,000

Assets ..... 568,197,000

Average rate of interest earned  
on invested assets.....7.02 per cent

## SUN LIFE ASSURANCE COMPANY of CANADA

Ala., to succeed Charles C. Greer, who went with John Hancock Mutual Life several months ago. Mr. Crow was formerly district manager of General Accident.

### James I. Russell

The Atlantic Life has appointed James I. Russell general agent at Portsmouth, O., with territory including outlying counties in addition to the city of Portsmouth. For the past four years he has been with the Pacific Mutual in that city. He recently completed a life insurance course at New York University. His appointment makes the fifth general agency of the Atlantic Life in Ohio.

### C. J. Matthews

Clarence J. Matthews has been appointed supervisor of the Detroit Life for northwestern Ohio. He was formerly associated with the Detroit city agency of the company. He will make his headquarters at Toledo.

### Hugh Milner

President Raymond F. Low of the American Reserve Life of Omaha announces that Hugh Milner of Salina, Kan., has been appointed general agent. He has been general agent for the Midwest Life of Nebraska. He is a graduate of Nebraska University and attended the life managers school at Northwestern University.

### F. S. Mack

F. S. Mack has been appointed supervisor of the Detroit Life for the upper peninsula of Michigan. He started with the company in the territory which he will now supervise. He attended the managers' school conducted at Northwestern University in Chicago by the Life Insurance Sales Research Bureau. He has established his headquarters at Marquette.

### Hiram G. Sanders

Hiram G. Sanders, general agent of the Provident Mutual at Knoxville, has retired from service. The Knoxville agency for the time being will be in charge of the manager of agencies under the direction of J. Stinson Scott, agency assistant, and A. R. Matheny of the agency department.

### W. Rogan Morrison

W. Rogan Morrison has been appointed branch office manager at Nashville by the Volunteer State Life. He started as a clerk with the Massachusetts Mutual and later sold insurance for the Equitable Life. He then became manager. He has established offices in 1115 Stahlman building.

### Leo Minuskin

Leo Minuskin has been appointed general agent for the Home Life of New York at Paterson, N. J. Mr. Minuskin has been operating a unit in Paterson under the Newark branch office and now has an organization ready to launch as an independent agency.

### Life Agency Notes

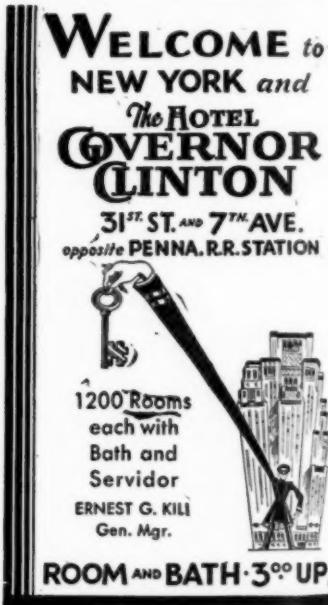
M. C. Arvidson has joined the J. A. Blum agency of the Guaranty Life of Davenport in Des Moines as supervisor of agents. He was in the insurance business on the west coast for a number of years.

Frank Gaskell, for 20 years manager of the Kirk Soap Company, has been named Des Moines manager of the State Life of Indianapolis, with offices at 509 Iowa building. Thomas L. Barnes is state manager.

B. S. Griffith, former manager of the Mobile, Ala., district of the Pan-American Life, has been promoted to district manager for the Birmingham territory. Mr. Griffith took the Mobile territory, a small district, and built it up to a



ATLANTIC CITY'S NEWEST  
CENTRALLY LOCATED & FIREPROOF  
**HOTEL LUDY**  
SOUTH CAROLINA AVENUE  
AT THE BOARDWALK  
OVERLOOKING THE OCEAN  
**220 ROOMS**  
SALT WATER BATHS · SOLARIUM  
OCEAN DECK · BATHING PRIVILEGES  
**AMERICAN PLAN \$6**  
FIREPROOF GARAGE  
R. B. LUDY, M.D.



**WELCOME to**  
**NEW YORK and**  
**The HOTEL**  
**GOVERNOR CLINTON**  
31<sup>ST</sup> ST. AND 7<sup>TH</sup> AVE.  
opposite PENNA. R.R. STATION  
1200 Rooms  
each with  
Bath and  
Servidor  
ERNEST G. KILL  
Gen. Mgr.  
**ROOM AND BATH 3.00 UP**

**The New  
NICOLLET HOTEL**  
Minneapolis

Has become the headquarters for Insurance men of the Twin Cities. You will meet your friends here.

600 First Class Rooms at very moderate prices.

Three Restaurants—  
Excellent food—  
Sensible prices—

Good beds—  
Sleep in comfort

— Fireproof throughout —



\$1,000,000 a year production in two years.

**James H. Wright** of Danville, Ky., district manager of the Metropolitan Life, has been promoted to manager for most of central Kentucky, with headquarters in Lexington.

A new **Western & Southern Life** office has been established at Decatur, Ill., connected with the Springfield, Ill., district, under Superintendent J. N. Hartnett.

**J. F. Finnan**, formerly of Gary, Ind., has been appointed superintendent of the New Albany, Ind., district of the Western & Southern Life, succeeding W. C. Billeg, who has now become supervisor of Division E.

**Arango Guck**, who has been a member of the Detroit city agency of the Detroit Life, has been appointed general agent at Sault Ste. Marie. He was recently married at L'Anse to Miss Gladys H. Sandsgron.

The Gratiot-Harper branch of the **Detroit Life** city agency has been established at Detroit with Mark L. Wigle, who has been a unit manager in the city agency, in charge. John J. Popp, who has been associated with the main office of the Detroit city agency, is the assistant manager.

**John R. Kirwan**, who has been connected with the Detroit Life office in its Detroit city agency, has opened an office at East Front street, Monroe, Mich., as general agent for the company.

**Dan Quirey**, an agent of the Inter-Southern Life at Sturgis, Ky., has been appointed general agent at Evansville, Ind., to take the position vacated by the death of Clore Blackwell.

### Eastern States Activities

#### Announce Philadelphia School

**Life Insurance Research Bureau to Hold Two Weeks Course for Managers There November 10-21**

The Life Insurance Sales Research Bureau will hold a school in agency management in Philadelphia, Nov. 10-21, similar to the one conducted in August at Northwestern University, Chicago.

The Research Bureau held its first managers' school, lasting four days, in Chicago in 1927. These schools have now been held in nearly all of the larger cities on the continent and have been attended by about 1,500 men. They were lecture courses, in which the instructors did virtually all the talking, and the only requirement for the students was to listen.

In 1929, the work had progressed to such a point that the Research Bureau undertook a long step forward by lengthening the school from four days to two weeks and by arranging for a curriculum which involves the stating of specific questions and the attempt to solve them on the basis of both class and individual discussion. It is a school of this type that is to be held in Philadelphia.

#### Preventing Estate Shrinkage

The trust department of the Fidelity Union Trust Co., of Newark, N. J., has issued an interesting card entitled "Preventing Estate Shrinkage." It shows the shrinkage on estates at time of death, ranging from \$2,000 to \$10,000. The scale shows that there is a 38.7 percent shrinkage on the \$2,000 estate while on the \$10,000 there is only 29 percent. This, however, can be avoided, according to the trust company through two ways, first, through appointing an experienced executor to keep expenses at a minimum, and, second, through purchasing life insurance in sufficient amount to offset the shrinkage and placing this in a life insurance trust.

The average shrinkage based on nearly 7,000 estates in amounts from \$2,000 to \$10,000 is given as 20 percent.

#### Joint School Held

A new Baltimore school for the training of new men entering the insurance field has been started here by Henry H. McBratney, general agent State Mutual Life; George A. Meyer, manager Guardian Life, and William P. Stedman, general agent National Life of Vermont.

#### Started in Home Office

Lowell W. Davis, who became general agent of the Provident Mutual in Hartford, succeeding Charles E. Stockder, veteran general agent, who resigned on account of illness last December, is a graduate of Yale. He taught in a private school in Milwaukee and then started in the agency department at the Provident Mutual home office. He was sent to Hartford to assist Mr. Stockder and has been in charge since Mr. Stockder became incapacitated.

#### Hold Agency Meeting

The first agency meeting of the season of the Newark office of the Massachusetts Mutual Life, of which Frank H. Lewis is general agent, was held Sept. 30. Educational talks were given

#### Pankey Made Fine Record

**West Side Suburban Agency of the Federal Life Celebrates Its First Anniversary**

A luncheon party was given by the Federal Life in Chicago in honor of M. J. Pankey and a group of about 35 agents in the West Side Suburban Agency of which he is manager.

The affair was in celebration of the first anniversary of the agency and the production of over \$1,000,000 of paid for life insurance in the first year. The meeting was presided over by Vice-Presidents G. H. Barmore and E. C. Budlong. During the meeting many very interesting problems in connection with life, accident and health insurance were discussed. Vice-President Barmore exhibited 13 films put out by the Life Insurance Research Bureau.

Manager Pankey has not only proven

by Charles Hooper, agency supervisor of the office and Mr. Lewis.

himself an exceptional agency builder but has also produced a large volume of personal business, having qualified for the Federal Life Club and Inner Circle during the year and now standing second on the list of personal producers in the life department.

President Isaac Miller Hamilton was present at the luncheon and made an interesting talk. Vice-President L. D. Cavanaugh, Secretary Brimstin and Dr. F. L. B. Jenney were also present.

#### Echo in Sheridan Life Scandal

An echo in the scandal surrounding the organization of the Sheridan Life of Chicago is found in the arrest of John Bailey, former member of the finance committee, who is indicted by the Sangamon county grand jury at Springfield. He is charged with defrauding the state out of \$9,000 of securities. He is said to have gotten the \$9,000 from the state insurance department in exchange for others which were deposited as a part of the \$100,000 reserve. The question involved is whether he had authority to handle the securities. The

## GUARANTEERING HIGHER EDUCATION



**Royal Union Life Building**  
Cor. Seventh and Grand Ave.,  
Des Moines, Iowa

As another school year begins, it seems fitting that we once more call attention to Royal Union's modern and complete line of Juvenile Policies guaranteeing funds for higher education.

Our Juvenile Policies, equipped with a special Waiver of Premium benefit, provide the necessary college money, whether the premium payor lives, dies, or becomes permanently and totally disabled.

Written from date of birth up, and on the non-medical plan. Full benefit at age five.

Our salesmen are finding these Children's Policies fast sellers.

## ROYAL UNION LIFE INSURANCE COMPANY

**DES MOINES, IOWA**

**A. C. TUCKER, President**



W. L. MOODY, JR. President  
W. L. MOODY, III Vice-President  
W. J. SHAW Secretary  
SHEARN MOODY Vice-President  
T. L. CROSS Vice-President

## American National Insurance Company

HOME OFFICE:

GALVESTON, TEXAS

\$604,973,097 INSURANCE IN FORCE

We Have Openings for Live Men in

|          |                |               |
|----------|----------------|---------------|
| Kansas   | Minnesota      | Texas         |
| Kentucky | North Carolina | West Virginia |
| Michigan | South Carolina |               |

Under Direct Home Office Contracts

ORDINARY—INDUSTRIAL  
GROUP—HEALTH AND ACCIDENT

Liberal First Year and Renewal Commissions  
Up to Date Policies—Non Medical—Group and Special Low  
Premium Plans Offering New and Attractive Features.

If Interested Address

**AMERICAN NATIONAL INSURANCE CO.**  
GALVESTON, TEXAS



"THE FRIENDLY COMPANY"

## What Do You Want?

There is a connection waiting for you with a company whose officers are seriously concerned with your success—a company large enough to give you the best in the way of policy contracts—the highest rating from the standpoint of resources and stability—and a company small enough to give you every help. Do you want it?

Then you will find it pays to be friendly with the

**PEOPLES LIFE INSURANCE CO.**  
"The Friendly Company"

FRANKFORT

INDIANA

embezzlement is based on the assumption that he had not. It is said that he was ousted before the securities were obtained.

### Enlarging Home Office Agency

CINCINNATI, Oct. 1.—The home office general agency of the Union Central Life is being considerably enlarged under the management of Joseph P. Devine. The offices will be extended to take in the entire third floor of the Union Central building. Mr. Devine has already increased the business very materially. Sidney G. Marean, formerly with the Berkshire Life, is one of the special assistants of Mr. Devine with the title of analyst. John Sebastian, formerly associate manager under Manager John L. Shuff, has given up his office position to become an agent and is already writing a good business. The home office agency stands second in the ranks of the company in the production of new business, being preceded only by the Charles B. Knight general agency in New York City.

### Central Notes

James G. Dunne, Toledo manager of the Phoenix Mutual Life, will conduct a course of 30 lectures in salesmanship at the Knights of Columbus night school.

Wide-awake life underwriters subscribe for personal copies of The National Underwriter.

## IN THE MISSOURI VALLEY

### Form New Lincoln Company

W. H. Jurgensen, Now General Agent for Central Life, to Head Newly Formed Western Union Life

Walter H. Jurgensen, general agent at Lincoln, Neb., for the Central Life of Des Moines, has resigned to take charge, as soon as the organization is completed, of the Western Union Life, a Nebraska corporation with offices at Lincoln. Walter M. Herbert, for 12 years representing the Ohio National at Lincoln, will be secretary of the new company. It will have \$100,000 capital. The articles of incorporation have been approved by the Nebraska department, and as soon as the \$25,000 surplus required by law is put up, a license will be issued.

Associated with Mr. Jurgensen and Mr. Herbert are a number of Lincoln business and professional men, including H. S. Wiggins, actuary; Dr. K. S. J. Hohlen, physician; Edmund Steinauer, state examiner of trust companies; Herman Ginsberg and George A. Adams, attorneys; Dr. Guy L. Spencer and C. E. Short. Mr. Jurgensen is a life insurance man of wide experience, and has also operated the United Underwriters.

### Conducts Two Weeks' School

Dr. George B. Van Arsdall, home office instructor for the Equitable of New York, is conducting a two weeks' school for advanced students at the Kansas City, Mo., agency.

### Universal Life O. K.

The request of a minority stockholder of the Universal Life of Missouri for the appointment of a receiver for the company has been denied by the circuit court in St. Louis.

It developed at the trial that negotiations for the sale of the company are

pending. The company has assets of about \$300,000 and approximately \$4,000,000 of insurance in force. In recent weeks it has not been actively seeking new business but is devoting its attention to conserving the present business in the interest of policyholders and stockholders.

### Resume Y. M. C. A. Classes

The St. Louis Y. M. C. A. school will reopen its life insurance evening classes Oct. 6. The first semester will be "Life Insurance Underwriting" with C. L. Byars, manager Travelers, in charge as instructor, while the second semester will be "Life Insurance Selling" with Frank M. See, manager Union Central Life. The evening classes are for both men and women and have been approved by the Life Underwriters Association of St. Louis.

### Nebraska Premium Taxes Rise

The report of the state auditor of Nebraska for the fiscal year ending June 30 shows that taxes on insurance premiums increased from \$531,681 in 1929 to \$566,576 in 1930. Almost \$550,000 was paid into the general fund and used for the ordinary expenditures of the state government, the remainder being expended for the support of the insurance department. This represents nearly 20 percent of the total paid for support of the state government, after excluding \$4,500,000 for the state university and state normals, and \$2,500,000 for penal and charitable institutions.

### Missouri Valley Notes

More than 35 agents of the Northwestern Mutual Life of Milwaukee in southwestern Iowa, held a meeting at Council Bluffs last week. J. C. Richter, district agent, was in charge.

C. R. Garrett, general agent in Sioux City, Ia., for the Northwestern Mutual Life, has enlarged his agency force 60 percent since his transfer from Fort Dodge to Sioux City last April.

## IN THE SOUTH AND SOUTHWEST

### Establishes Industrial Line

Liberty National Life of Birmingham Will Become Factor in This Field of Operations

The Liberty National Life of Birmingham, which has taken over the industrial business of the Citizens Life of Huntsville, Ala., thus opens an industrial department. It secures \$9,000,000 of business and a good agency plant in Alabama and Georgia. For the time being the Liberty National intends to confine its industrial writings to these two states but will gradually extend its activities. The industrial work will be under the general supervision of Secretary Frank P. Samford.

The company has retired entirely from the health and accident field but is now writing a burial policy on the legal

reserve basis taking the place of its old accident and health business. The burial societies throughout the south are conducted in a rather loose way and are hooked up with some undertaking establishment. The Liberty National saw an opportunity to put this business on a solid foundation and conduct it in an honest way. On account of its arrangement with undertaking firms it can secure burial equipment at wholesale prices and thus save policyholders much money. This move is regarded as a highly desirable one inasmuch as the burial society racket has been worked to the limit.

### Extends Ordinary Department

The Liberty National is constantly extending its ordinary department. President Robert P. Davidson and General Counsel Frank E. Spain attended the meeting of the American Life Convention in Chicago. Mr. Davidson was

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formerly deputy insurance commissioner of Alabama as was his associate, Secretary Samford.

### Double Indemnity Case Up in North Carolina Decision

The North Carolina supreme court in the case of Jolley vs. Jefferson Standard Life decides a double indemnity case. It holds that where the double indemnity clause expressly and clearly excludes death resulting from bodily injury inflicted by a third person, the incontestable clause does not operate to increase the risks covered therein. The beneficiary cannot maintain that the incontestable clause withdraws from the insurer the right to contest the payment of double indemnity, the effect of the incontestable clause being to preclude the insurer from questioning the validity of the contract at its inception and to prevent it from maintaining that the policy thereafter became invalid by reason of a broken condition.

### Carolina Companies Merge

Announcement of the sale of the Peoples Life of Charleston, S. C., to the Liberty Life of Greenville, S. C., is made by Capt. A. J. W. Gorse, president of the Peoples Life.

The Peoples Life had an annual premium income of \$100,000, which will be added to the Liberty premium income of more than \$800,000. The Liberty has more than \$30,000,000 insurance in force.

### Will Have Public Speaking Course

W. B. Hollingsworth, president of the Pioneer Reserve Life, is sponsoring the courses in public speaking and salesmanship to be offered in the Southwestern School of Technology, Little Rock, Ark., starting this week. The class in public speaking will be taught by Brooks Hays, former candidate for governor. Mr. Hollingsworth is a member of the educational committee of the Young Men's Christian Association.

### Lamar Life Will Pay Fee

Payment of the \$50 examination fee by the Lamar Life of Jackson, Miss., has been offered any agent of that company who wins the C. L. U. designation. This announcement was made by C. W. Welty, vice-president and general manager. The home office educational department will give instruction by correspondence to the agents including tests on the text books finished in studying the outlined C. L. U. course. During the last few years some of the outstanding producers of the company have

### Mrs. Rowan is Polly of the Pollyannas

"Polly of the Pollyannas" is the title given Mrs. Helen Rowan, agency department, who has been elected secretary of the Pollyanna Club of the Lamar Life of Jackson, Miss. The club recently was organized with one woman of the family of the agent as a member. The purpose of the club is to interest the women in the man agent's consecutive weekly production. Each Pollyanna will be notified by "Polly of the Pollyannas" of the weekly standing of the man.

been young men recruited from the schools and colleges.

### Only Survivors Participate

Only surviving children may participate in the proceeds of a life policy in Florida, the attorney general holds in construing this section of the insurance laws:

"Whenever any person shall die in this state, leaving insurance on his life, the said insurance shall inure to the benefit of the child or children and husband or wife of such person in equal proportions. . . ."

The attorney general says: "My construction of the statutes is that the proceeds of policies of life insurance falling within the provisions of the above statute inure only to those children who are surviving at the time of the insured's death, and that the representatives or heirs of children who have pre-deceased the insured have no legal interest in the proceeds of such life insurance policy."

### New Dallas Company

W. Dick Trotter, Dallas business man, has been named active vice-president and a director of the Guaranty Trust Mutual Life, an old line, legal reserve company with home offices in the Republic Bank building, Dallas. Until the early part of this year Mr. Trotter was vice-president and general manager of the Briggs-Weaver Machinery Company for many years, resigning to become Dallas general agent of the Central States Life of St. Louis. Other officers and directors are R. H. Porter, president; J. J. Burnett, secretary-treasurer; Dr. J. R. Lehmann, medical director; O. D. Brundidge, general counsel; H. A. Carter, auditor; B. F. Harris, H. O. Poole, O. A. Fountain, and A. N. Compton, vice-presidents.

## PACIFIC COAST AND MOUNTAIN

### New Manager Now Installed

California State Life Has Put P. A. Koerner in Charge of Its Oakland Office

The California State Life has announced the appointment of Philip A. Koerner as manager of its Alameda county agency. Mr. Koerner started his insurance career with the Equitable Life of New York 10 years ago as manager of the Ben Shapero Agency in Oakland. He was successful from the outset and during his first year was made manager of the Berkeley office. Subsequently he was manager of the district office of the Equitable at Fresno for four years, at the end of which period he became district manager of the Jefferson Standard for Fresno county and other counties in the San Joaquin valley.

The California State Life office has been moved to splendidly equipped quarters in the Central Bank building at 14th and Broadway, which is re-

garded as the best office location in Oakland. Here Mr. Koerner will have his district office and at once will start upon the organization of the East Bay agency.

A dinner was given Mr. Koerner, attended by home office officials, including H. C. Bottorff, comptroller and treasurer; James L. Collins, superintendent of agencies; Frederick Faulkner, assistant superintendent of agencies, and Arthur Luddy, secretary.

### MEETS CALIFORNIA REBUFF ON ITS EXPANSION PLAN

The State Farm Life, which was organized by the State Farm Mutual Automobile of Bloomington, Ill., has run up against a snag in California as evidently the California Farm Bureau Federation is opposing life insurance operations. When the State Farm Mutual Automobile was licensed in California it arranged with the California

### Openings in the following states:

Alabama  
Florida  
Ohio  
District of  
Columbia

Georgia  
Michigan  
Tennessee  
West Virginia

## CAREER MEN

Life insurance needs men who desire to make a career of the life insurance business. Such men will find unusual opportunity in the agency contracts offered by this rapidly growing company. We will gladly furnish details of our program and its thorough period of training and development to anyone interested in the business of life insurance or life agency management. Write direct to President I. A. Morrisett for complete information.

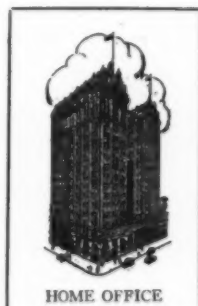
## THE GEM CITY LIFE

INSURANCE COMPANY OF DAYTON, OHIO

*The Rapidly Growing Company*

236

## UNLIMITED OPPORTUNITIES



HOME OFFICE

You will like our liberal first-year and renewal commission contract direct with the home office. It gives you the right to sell men, women, and children real protection on a low-cost participating or non-participating basis.

### Just glance over this list:

|                    |                     |                   |
|--------------------|---------------------|-------------------|
| Participating      | Policies for Women  | Modified Life     |
| Non-Participating  | Child's Educational | Low Cost Term     |
| Sub-Standard       | Juvenile Policies   | Double Indemnity  |
| Preferred Risk     | 6% Guaranteed       | Disability Income |
| Pay-Roll Deduction | Income              | Premium Waiver    |
| Monthly Premium    | Life Income         | Retirement        |
|                    | Age Limits:         | Income            |
|                    | 1 Day to 65 Years   |                   |

### Ask for further information

## JEFFERSON STANDARD LIFE INSURANCE COMPANY

JULIAN PRICE  
President

GREENSBORO  
North Carolina

MORE THAN 365 MILLIONS IN FORCE



## VISUAL SELLING

### The VISUAL SALES BOOK The ESTATE-O-GRAPH

H. P. Mason is General Agent for the Connecticut Mutual Life at Nashville, Tennessee. He uses both the Estate-O-Graph and the Visual Sales Service. He has the following to say regarding the Visual Sales Book:

*"We have in our office six of your Visualized Sales Books. I would like to take this opportunity to say that these books are absolutely the best thing of their kind I have ever seen. I use them for two different purposes, with excellent results in each case."*

*"FIRST—in selling a new man the insurance business. Going over this book with a prospective agent is far more effective than any other means used in selling new men the business. SECOND—I feel that they are invaluable in the training of new men and that they increase the production of older men."*

William Linn is Special Agent for The Equitable Life Assurance Society in Lewistown, Pennsylvania. He works under the Edward A. Woods Agency. Linn uses The Estate-O-Graph and likes it. Notice what he says:

*"I have been using The Estate-O-Graph for nearly two years and like it very much. I am sure that I can give The Estate-O-Graph much credit in establishing me as the leading underwriter in my town. This is my nineteenth year as a life underwriter, and it will be my best year. Why—because I keep up to date, and The Estate-O-Graph helps me do so."*

*"My town is less than 1,500—I have paid for over 100 lives each year. Came here a stranger four years ago. I have been able to do this by keeping myself properly before the public. The Estate-O-Graph has helped."*

Ask  
The  
National Underwriter  
representative in your field to  
show you these  
**HARD TIMES BUSINESS  
STIMULATORS**

*They are absolutely the best in  
pictorial advertising and selling.*

Farm Bureau Federation to work through the county farm bureaus. It has built up a large automobile business in the state. The company evidently desired to take advantage of the same machinery to develop its life business. The California bureau is opposing this feature and may terminate its contract with the automobile company. The matter has been put up to the presidents of the various county farm bureaus for an expression.

#### Los Angeles Conference Held

Approximately 170 representatives of the Aetna affiliated companies were present at the southern California Aetna-izers' conference in Los Angeles last week. Present from the home office were: W. L. Mooney, vice-president; C. J. Langley, assistant secretary; R. T. Mallery, field supervisor; C. T. Spaulding, field supervisor, representing the casualty department, and W. H. Dallas, assistant vice-president, and J. D. Moody, Jr., assistant superintendent of agencies, representing the life department.

#### Leslie Up Among Leaders

Harold D. Leslie, Los Angeles general agent for the Northwestern National of Minneapolis, was second among leaders of his company in personal production for August. He led the entire field for the last week in August.

#### Oregon Men Win Honors

Four representatives of the Capital Underwriters Corporation of Portland, Ore., of which W. E. Hibbard is president, returned from the convention of

the Capitol Life of Denver, the corporation being state agent. The Capital Underwriters won a cup for the largest volume of paid for business written during the year ending June 1. Fred K. Baker, superintendent; W. A. Pardey, supervisor; H. C. Ambuhl, district manager, and Harold M. Davis, an agent, constituted the delegation from Portland. The trophy is the Thomas F. Daly challenge cup named after the founder of the company.

#### Take Arizona General Agency

R. A. Shanks, who is joining forces with J. P. Frazier, has taken charge of Arizona for the Pacific States Life with headquarters at Phoenix. Mr. Shanks has been connected with the Pacific States for seven years. Mr. Frazier is secretary of state of Arizona.

#### Carpenter to Los Angeles

The Canada Life announces that C. H. Carpenter has been appointed joint branch manager in Los Angeles, associated with Rudolph Dunbar. Mr. Carpenter, who was formerly general manager of the National Life of Toronto, had been residing in Victoria, B. C., until assuming his position with the Canada Life.

#### Saul Heads Los Angeles Club

At the annual election of officers of the Life Managers Club of Los Angeles, Harold G. Saul, John Hancock Mutual Life, was elected president; Samuel McCurdy, New York Life, vice-president, and Roy Denny, Missouri State Life, secretary. Mr. Denny is also president of the Life Underwriters' Association of Los Angeles.

## NEWS OF LIFE ASSOCIATIONS

### Los Angeles Group Gathers

**Large Growth in Membership Reported  
by President Denny — Hold  
"Potlatch" in January**

Attendance of approximately 200 members and guests at the September luncheon meeting of the Life Underwriters' Association of Los Angeles, confirmed the opinion of President Roy Denny that members would welcome a change from dinner-meetings.

President Denny presided. The association plans to celebrate a heavy increase in membership by holding a "potlatch" as a feature of the January meeting. Since the last regular meeting was held in June, there have been 23 membership renewals and 24 new members received, increasing the roll to 292. M. P. Hawkins, general agent Connecticut General, is membership chairman, and in the remaining months will lead an aggressive and systematic drive for new members.

In discussing the C. L. U. class which is being enrolled in Los Angeles under the direction of Verne Steward, associate general agent Penn Mutual Life, President Denny reported total enrollment of 50, including eight general agents and six million dollar producers, indicating that will be one of the largest classes taking this course in the United States this year. He said some general agents and leaders in production are not averse to improving their efficiency in salesmanship and increasing their knowledge of life insurance. The course was begun Sept. 29 and three evenings each week will be devoted to study.

President Denny said in preparing programs for future meetings efforts will be devoted to securing prominent business and professional men as speakers, in order to obtain the viewpoint of heavy buyers of life insurance, rather than the sales angle and technical discussions of salesmanship.

Dr. Frederic P. Woellner, professor of education University of California, Southern branch, Los Angeles, spoke on

"How to Use Your Mind." He discussed reasons for success or failure of salesmen and the value of subsequent self-analysis in studying details of the interview in an effort to discover weak and strong points, or reasons for success or failure.

Seattle, Wash.—"Consistent Production" was expounded through the me-

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Newest in  
Indianapolis

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HOTEL  
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Shows the various ways that life insurance can serve  
in the administration of an estate. Includes many  
illustrations and graphs. Order from The National  
Underwriter, 11948 Insurance Exchange, Chicago.



dium of large illustrated charts this week at a special luncheon of the Seattle association by Horace Mecklen of the New England Mutual Life at Portland, Ore.

**East Bay (Cal.)**—The September meeting of the East Bay Association was designated "New York Life Day," with H. H. Hicks, agency manager of that company in Oakland, in charge of the program. Speakers and their subjects were: H. H. Hicks, "What to Study"; Jack Wallace, "Morale of the Agent"; L. H. Brinkman, "How to Get Prospects"; W. W. Ransom, "Planning Your Work"; J. A. Russo, "Working Your Plan"; E. F. Hein and C. L. Fowler, "Need and Approach."

J. P. Davies of the Penn Mutual, community contact committee chairman, is in charge of the association's participation in the "Thriving 30s" campaign of the citizens of Oakland.

**San Francisco**—Looking toward the next C. L. U. examinations; plans were made by the present educational committee of the San Francisco association for another coaching school at the University of California. The members of the committee, all holders of the C. L. U. degree, are Harold Rose, West Coast Life, chairman; Ted Dreyer, Pacific Mutual; N. J. Goldsmith, Equitable Life of New York; Walter J. Lennox, New England Mutual, and Tom Gallagher, Western States Life.

**Denver**—President P. L. Pease announced at the September dinner that he intends to scramble the membership of the Colorado association this year. "It has been a habit," he said, "for the representatives of each company to huddle together in a group. We want to break this up and have as many companies as possible represented at the tables, giving more opportunity of interchange of ideas and widening the acquaintance and goodfellowship among the members."

**Little Rock, Ark.**—Harvey Weeks, assistant secretary of the Central-Hanover Bank & Trust Co., New York, and member of the executive committee of the National association, spoke this week at the Little Rock association's luncheon.

**Nebraska**—Representatives from the various local associations in Nebraska will meet at Hastings this week for the purpose of electing officers and effecting a state association. Arrangements will also be made for holding at a place to be fixed later of a state life insurance day.

**St. Louis**—The executive committee of the St. Louis association is looking forward to a banner year of achievement. C. O. Fischer, general agent Massachusetts Mutual Life, is president; Hamilton Cooke, New York Life, first vice-president; Barney Nudelman, Connecticut Mutual, second vice-president, and E. A. Pickel, Phoenix Mutual, secretary. S. L. Morton, Connecticut Mutual, is national executive committee man. C. C. Otto, general agent, Mutual Benefit, is chairman entertainment committee. Mr. Nudelman is chairman of the membership committee.

**Birmingham, Ala.**—Arguments on the one hand that life companies should stick to bonds and mortgages in investing their assets with security as the only thought and on the other hand, that they should be permitted to invest in common stocks of certain proven merit were heard in a debate at the September meeting of the Birmingham association.

**Omaha**—Addison H. Wilson, assistant agency manager at Omaha for the Bankers Life of Des Moines, who is secretary of the Omaha association, has succeeded the late H. O. Wilhelm as National association executive committeeman.

**Cincinnati**—That life insurance, in surprisingly many cases, is bought by men to accomplish very definite things and therefore should be sold to do these very things, was stressed by Dr. Charles J. Rockwell in his address on "Modern Selling Methods" at the meeting of the Cincinnati association Monday.

Dr. Rockwell showed how modern life insurance selling is much less obvious, much more scientific, much more advisory, much more inquisitive, and much more anticipatory that it used to be; frequently today requiring that the underwriter be a good listener. Continuing, Dr. Rockwell emphasized that

the prospect today wants to see the social and economic consequences of his life insurance in actual operation and that this calls for the relation of life insurance to the prospect's idea of what life insurance means to him. "Therefore," he said, "we must lay the idea on the proper background and we must make life insurance sufficiently attractive to compete with those things which are immediately attractive."

In cooperation with the Cincinnati Association, Dr. Rockwell began Tuesday a three weeks' course on "Life Insurance Sales and Practices" for the life insurance men of Cincinnati. This is the fourth consecutive year that he has conducted these classes in this city.

**New York**—"We Dare You to Read This and Not Belong!" is the title of a pamphlet which has been issued by Theodore M. Riehle, chairman of the membership committee of the New York association as part of the association's recently announced campaign for new members. The association was formed in 1887 and has grown to a membership of 1,624, the largest in its history. It is estimated that there are about twice

this number of eligible underwriters who are not members.

**Des Moines**—A. E. N. Gray, supervisor of the ordinary agency department of the Prudential, will address the Des Moines association, Oct. 4, on "Human Life Values."

**Nebraska**—Acting under authority given at the first convention of the Nebraska association, the executive committee has named W. H. Logan, general agent at Lincoln of the Peoria Life, president; George W. Cowton, Grand Island, vice-president, and William F. Noble, New England Mutual at Omaha, secretary-treasurer. A state meeting will be held at Grand Island Dec. 6. The

plan originated with the Lincoln association, which sponsored the first meeting a year ago.

**West Texas**—The West Texas association is holding its annual fall sales conference and convention in Abilene, Tex., Oct. 3. O. P. Schnable, past president San Antonio association, will conduct the open forum.

**High Point, N. C.**—The High Point association at its first fall meeting had an attendance of 100 percent. President N. L. Garner was in the chair. W. H. Andrews, manager of the home office agency of the Jefferson Standard Life and president of the Greensboro association; Mayor C. A. York of High Point,

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ROCKFORD LIFE INSURANCE CO.  
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DEAR SIR:—

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FULL FACE THEREAFTER AND PREMIUM REDUCED 20%

Original cost, age thirty, \$21.40 per \$1,000 to age 59; \$17.19 per \$1,000 thereafter

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United Life Building

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IF A BUSINESS MAN takes care of his business, the business takes care of him. Life insurance field work is a business, and subject to the principles of general business. Those who achieve in this work are those who give it their undivided and full thought and effort. Isn't this merely natural and logical?

Life insurance field work under satisfying conditions is a career giving opportunity for achievement and profit according to ability and undivided effort. THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK affords such conditions to its field workers. Life insurance in all standard forms, annuities, disability and double indemnity benefits, prompt and equitable dealings, and facilities for serving policyholders in practical ways combine to make its agency force successful.

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Frank Sizemore, secretary of the chamber of commerce, and J. C. Abels, vice-

president and manager of the Colonial Life, were the speakers.

## NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature. Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem." Published Annually in May and April respectively. PRICE, \$4.00 and \$2.00 respectively.

### New Endowment at 65 Policy

National Fidelity Issues New Contract Providing Increased Income Settlement Options—Honor Rice

The National Fidelity Life has issued a special endowment at age 65 policy with an increased income settlement option, which is being introduced in October in honor of President Ralph Rice.

The contract is an innovation in endowment at age 65 plans. It has all the features of this plan, and in addition provides for a savings which is fully protected. If the regular premium is paid, the contract matures as an endowment for \$1,400 on the anniversary date nearest age 65. The insured has the option, however, of paying the reduced premium beginning with the second year, in which case the contract matures for \$1,000.

The cash value of the policy at age 65 may be used to purchase either a life annuity or a cash refund life annuity. The rates follow:

| Age | Reg.    | Red.    | Age | Reg.    | Red.    |
|-----|---------|---------|-----|---------|---------|
| 15  | \$18.18 | \$14.40 | 35  | \$35.70 | \$27.43 |
| 20  | 20.85   | 16.37   | 40  | 45.34   | 34.66   |
| 25  | 24.37   | 18.98   | 45  | 59.48   | 45.10   |
| 30  | 29.11   | 22.51   |     |         |         |

### Provident Mutual

Provident "Notes" has the following to say regarding the Provident Mutual's new family protection policy which will shortly be issued:

"Mention was made that the Provident was about to issue a new policy, but this would be entirely devoid of any feature which might be misleading. The idea back of this new policy which would be announced in the near future would be a special appeal to those who wished family protection joined with old age security."

### Occidental Life of Raleigh

A new policy form recently announced by the Occidental Life of Raleigh is a twenty payment endowment at age 65. This is an addition to its line and does not eliminate the continuous premium endowment at 65 which it also writes. The new limited payment endowment form is proving very popular with the Occidental Life field force. It reports quite a substantial production on this plan already, although it has been available only a short time.

### Great Republic Life

The Great Republic Life has added what is designated as the "select risk life expectancy" policy to its line. This is a low cost form issued for a minimum amount of \$2,500, with or without double indemnity, disability and special accident benefits. An attractive feature is that in event of disability where this benefit is included the policy automatically converts to ordinary life, thus preventing loss of protection through expiration of the term policy and inability of insured to convert to permanent insurance after disability commences. The policy provides protection over a long period of years, varying according to the age at issue, and contains a number of attractive conversion options. It provides cash and nonforfeiture values. It will be issued on men and women, ages 15 to 60, inclusive.

### Manhattan Life, New York

The Manhattan Life of New York City now is issuing a "readjustment period" policy which is an ordinary life with monthly income and final payment benefits. This provides for \$10 per month income for a period ranging from five to 20 years. At expiration of monthly income period, lump sum of \$1,000 or \$1,200 per \$10 monthly income is paid beneficiary. Ordinary life premiums and

cash values are effective, but the units are not \$1,000, inasmuch as approximately \$1,700 insurance is required to provide the \$10 monthly income. In arriving at the premium and benefits, if the insurance required is \$1,729, the company explains, the premium is computed by multiplying the regular ordinary life rate at attained age by 1.729, and benefits similarly are multiplied by this factor.

### Protective Life

A "college fund policy" is being featured by the Protective Life of Birmingham coincident with the opening of schools. The policy is written on children from birth to age 9 and matures at any age between 16 and 21, thus enabling parents to make definite provision for the child's education.

### Midland National, S. D.

The Midland National Life of Watertown, S. D., has just issued a family protection policy with a limitation of not less than \$2,500 on a life. This is similar to the 12 percent a year income form originated by the Continental American of Delaware.

### Pilot Life

The Pilot Life will now issue policies up to \$50,000 carrying a waiver of premium disability coverage. In addition the policyholder may carry \$25,000 with waiver of premium and a monthly income.

### Central States Life

A very favorable mortality experience and the general improvement in child welfare efforts has caused the Central States Life of Missouri to materially increase the benefits on children under five years of age.

## Issue New Accident and Health Sales Pictorial

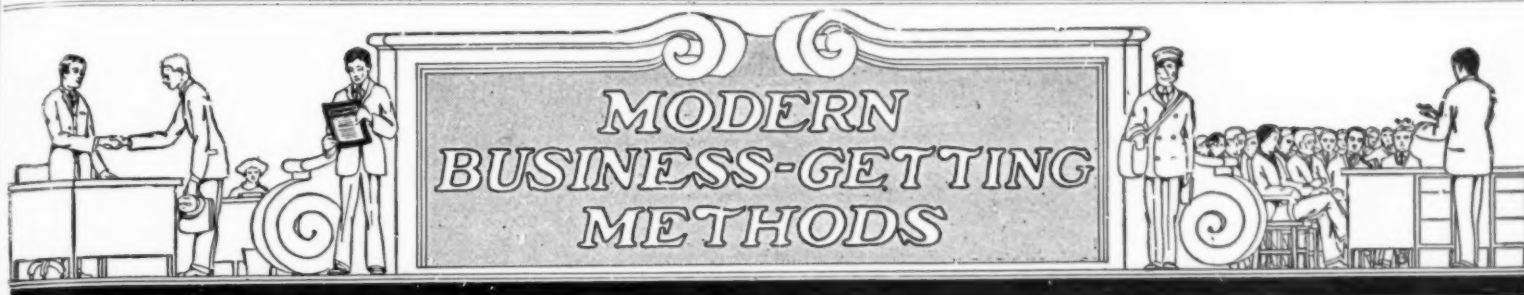
The A. & H. Bulletins has just issued a new accident and health sales pictorial which is definitely planned for use in the field. It contains one special selling set of sheets which has been used with great success by several hundred agents.

The new accident and health sales pictorial is based on the idea of protecting income and its value to the policyholder. In this respect it differs from the first sales portfolio issued by the A. & H. Bulletins which emphasized the need for accident and health insurance rather than its benefits. The new pictorial is fitted for what is considered the more effective and modern method of selling. There are 40 pages in the pictorial, including the special selling outfit. All the diagrams and illustrations are printed on a good grade of paper, 8 1/2 x 11 inches in size and bound in a black flexible imitation leather cover. Along with the pictorial is sent a letter suggesting possible methods for making use of the material which is furnished.

### Myer Made Agency Inspector

Richard E. Myer, district manager at Elmira, N. Y., for the Mutual Life of New York, has been appointed agency inspector, effective Oct. 15. He has had a very successful field record and has qualified for the company's \$350,000 Field Club every year since joining the Mutual in 1921. Before 1921 he was connected with the Provident Mutual Life of Philadelphia. Mr. Myer is a graduate of the Wharton school of the University of Pennsylvania and has been prominent in civic and insurance activities in Elmira.





## How Earl G. Manning Resisted Stinging Satirical Wit of Prospect C. C. Gilman and Overcame His Typical Objections

Undoubtedly the most entertaining and not the least valuable of the features at the international convention of life underwriters in Toronto was the sales demonstration conducted by Charles C. Gilman of the National Life of Vermont in Boston and Earl G. Manning of the John Hancock in Boston.

The entertainment was furnished by Mr. Gilman, the prospect in the mock interview and sale. With droll remarks, typical of business men with an aversion for life insurance salesmen, Mr. Gilman convulsed the audience. For instance, during the interview, Mr. Gilman asked Mr. Manning if he smoked. The answer was "Yes." "Some life insurance men do," declared Mr. Gilman, at the same time producing a cigar for himself without offering it to the agent. He made an excellent prospect, bringing up objections which underwriters encounter every day, and the manner in which Mr. Manning broke down the prospect's hostility and disposed of his objections was exceptionally instructive. The demonstration ran along these lines:

CHARLES C. GILMAN (seated at his desk in the office, taking up letter and proceeding to read): "The John Hancock Mutual Life Insurance Company." It looks like an ad. "Dear Sir: This company has reserved for a list of select representative business men a copy of a book entitled 'A Satisfactory State of Mind,' by Earl G. Manning. More than 100 men in the past month have received copies of this book, and many of them have taken advantage of our analysis service in arranging their insurance estates."

"One feature of the book is bound to interest you. One of our policyholders has given us the liberty of publishing the details of his own life insurance estate, the most important factor being the way in which he made use of his income. He has provided a life income for his wife, a life income for his daughter, a college income for his daughter, for his inheritance taxes and shrinkage, and perhaps as important as anything, an income for himself in his old age."

"Your own insurance could be arranged in like manner, and we would be delighted to assist you with suggestions. May we send you the book, without any obligations on your part?"

This is just another stunt. You know I throw one of these in the waste basket every morning, but I am just curious about this one. I am going to mail this card back and see whether or not they will send this book by mail or whether a high-priced messenger boy, a high-powered salesman, will come over here.

It is the next day. The telephone rings, and is taken up by Mr. Gilman.

MANNING: Good morning. Is this Mr. Gilman? A. Yes, sir.

MANNING: It was mighty nice of you to send the card back about that book.

GILMAN: Where is the book?

MANNING: I thought I would like to run over and give it to you, if you are not busy.

GILMAN: Well, you mail it. I don't lose much mail.

MANNING: Well, Gilman, there are one or two things about the arrangement of the estate of this man, referred to in the letter, which you might be interested in and I would like to explain it to you.

GILMAN: Well, send along the book, it will save your time.

MANNING: Well, will you be busy this afternoon?

GILMAN: I am to play golf this afternoon. Call me up tomorrow—no, the next day.

MANNING: Thank you, Mr. Gilman.

GILMAN (laying down the telephone): Can you beat it? We are in for a lot of trouble now. I knew I shouldn't have done that.

A little time has elapsed and Mr. Manning is coming in to interview Mr. Gilman.

MANNING: Good morning, Mr. Gilman.

GILMAN: Good morning, sir.

MANNING: My name is Manning. How are you this morning?

GILMAN: I thought you were going to call me up?

MANNING: Well, I was down in the building, and I thought I might call in. May I sit down?

GILMAN: Yes. May I tell you, before you start, that I am not in the market for life insurance?

MANNING: You are not in the market for life insurance?

GILMAN: No.

MANNING: So that doesn't have to come up again?

GILMAN: No.

MANNING: That is fine. I am mighty glad you said that, because I have about five or six things I want to say and we will not revert to that. I want to give you an idea about what a man has done who has probably done what you will do. Here is the book.

Mr. Gilman, the man who gave us the privilege of reproducing his insurance estate in this book has an estate of \$110,000.

GILMAN: Just a minute, Manning. You are in the wrong office. Don't compare me with that fellow. I am not in his class.

MANNING: Well, you may be some day. The same principles which interested that man in arranging his estate in this way might be of use to you.

GILMAN: Do you smoke, Manning?

MANNING: Yes.

GILMAN: Some insurance agents do.

Mr. Gilman lights a cigar without offering one to Manning.

MANNING: It's all right if I smoke my own cigar, isn't it, Mr. Gilman?

As I was saying, this friend of ours has an estate of \$110,000. He has some outside property which it is not necessary to go into now, but we figured it would take about \$10,000 to settle the usual expenses which occur at death.

GILMAN (answering the telephone): How are you, Dan? I would like to see you, but it doesn't look very good for a few minutes. Call me up in about 15 minutes. I think this thing will be over then.

MANNING: I figured that it would cost this man about \$10,000 to die.

GILMAN: What do you mean, it would cost him \$10,000 to die?

MANNING: It would cost something to bury him.

GILMAN: Yes, but not \$10,000.

MANNING: It would cost something for funeral expenses and taxes. Now, he has taken this \$100,000 and arranged to give his wife \$400 a month as long as she lives. Isn't that a wonderful thing, Mr. Gilman?

GILMAN (satirically): Wonderful!

MANNING: And he has arranged that when his daughter comes to be 18 years of age, which is about the time girls and boys generally enter college, his wife may withdraw \$2,000 or \$3,000 to make such an education possible. Is not that a good thing?

GILMAN: Wonderful!

MANNING: And he has also directed that his wife may withdraw other moneys if contingencies arise. He has also provided that this income may go to the daughter after the wife dies; in other words, after the wife dies the income goes to the daughter as long as she lives. Isn't that a wonderful thing, Mr. Gilman?

GILMAN: Yes.

MANNING: Then after the daughter's death, the income goes to her children. That is, it goes to the wife, and after her death to the daughter, and then to her children. Isn't that great?

GILMAN: Yes. Hurry along, will you?

MANNING: I would be glad to make some kind of an arrangement whereby you might make such a thing applicable to yourself. I want to ask you some personal questions.

GILMAN: What do you want to know?

MANNING: First, how much are you worth?

GILMAN: I never saw you before, and that is a personal question.

MANNING: I am not at all curious about your affairs, but I would like to be of service to you and try to help you to arrive at what would be a good way to arrange your affairs. How much are you worth?

GILMAN: Well, I will tell you, Manning. Although you have a peculiar face, it looks honest, and so as not to waste the time entirely, I probably have a couple of thousand dollars in the bank.

Q. Have you any real estate?

A. Yes, I own a house down in West Haven, Conn.

Q. How much is it worth?

A. More than I can get for it—about \$6,000.

Q. What kind of a house—just a regular—

A. A wooden house.

Q. Have you an interest in your business?

A. No, I just work for a salary.

Q. That means that you have a total of about \$8,000? Have you any obligations—any mortgage on the house?

A. Yes, there is a little mortgage—about \$3,000.

Q. What income do you get from this house?

A. About \$700 a year.

Q. What is your annual salary, Mr. Gilman?

A. I get \$5,000 as a salary and then

on commissions I generally pick up about \$2,000.

Q. Has your wife any independent income?

A. No, sir, not that I have ever met.

Q. Is she likely to inherit anything?

A. There is about the same chance.

Q. Are you likely to?

A. Not yet.

Q. Tell me, in whose name is this house that is mortgaged—in your wife's or your own?

A. In my wife's name.

Q. Why did you do that?

A. Because the real estate man said that was proper.

Q. Did you ever hear of joint tenancy?

A. No.

Q. I would advise you to have that made in your name and in your wife's name, so that when one of you dies it will not go into probate but will go to the living one. Have you any life insurance?

A. Yes. I have \$16,000 in the Travelers.

Q. What kind of insurance?

A. Five-year stuff.

Q. What else have you?

A. I have some in the Northwestern Mutual—\$10,000 in that.

Q. What kind is that?

A. That is the pay-as-long-as-you-live.

Q. Is that all?

A. No, I have got \$8,000—some fellow that had a bug on seeing me retire when I was 65 sold me something—then I get \$1,000 a week or something.

Q. What does it cost you a year?

A. Too much. I should say about \$700 or \$800—all I can stand.

Q. Do you pay the premiums gross or net?

A. No, quarterly.

Q. How much does it cost you to live, Mr. Gilman?

A. More than I make.

Q. Now here is a very important question: What do you feel is the minimum annual income on which your family could live and maintain a status somewhere near your present condition?

A. Well, the rate we are going now, it costs about \$600 a month.

Q. That is not necessary, is it?

A. No, I suppose I spend \$50 or \$75 of that.

A. Could your wife live on \$200 a month?

A. Not if I was around.

Q. I mean if you were not around?

A. If she had to, she could.

Q. Would you like her to have to?

A. No, I do not know that I would.

Q. \$300 would be nearer right, would it not?

A. \$500 would be nearer right.

Q. That is too much. She could get by on \$300 a month, that is \$3,600 a year, couldn't she?

A. Perhaps she could if she had to.

Q. Well, I am going to suggest it?

A. You suggest it to her.

Q. By the way, what is her name and date of birth?

A. You are not going to take this up with her, are you?

Q. No.

A. Her name is Rose L. Gilman.

By questions the agent gets the information that the wife of the prospect is 38 and there are two children, 10 and 4.



Q. Are you planning a college education for these youngsters?

A. I would like to have them go to college, yes.

Q. Have you made any provision for that?

A. Not yet; they are not old enough.

Q. But they are growing up.

A. I have not done anything about it.

Q. I will include that in my recommendation.

A. Are you going to make a recommendation?

Q. Yes, but never mind about that now. Are you interested in any particular charity or church or institution?

A. Do you call a golf club an institution?

Q. No, I mean a charity. A. No.

Q. Have you any other dependents, other than your family, whom you are helping to support?

A. Yes, in a way. I send my mother a little money every month.

Q. How much? A. \$20.

Q. Have you made a will? A. No.

Q. Why not?

A. I am not ready to die.

Q. You have got about \$8,000 of property, one-third of which will go to your wife and the other two-thirds to your children, is that right?

A. What is that?

Q. This \$8,000 of property—I assume you have made all your life insurance payable to your wife, but under the laws of Massachusetts your wife would get one-third of your other property and your children would get two-thirds.

A. I understood she would get it all.

Q. No, she will get only one-third.

Is that what you want? A. No.

Q. What do you want?

A. I would like her to get it all.

Q. Then you would like me to make some suggestions about that, wouldn't you?

A. It is quite a big job you are undertaking, Manning.

Q. That is all I need this morning.

A. That is all, eh?

Q. Yes. This is Friday. I want to see you at 3 o'clock Monday afternoon.

A. I won't be able to see you Monday afternoon because I shall be just getting back from Toronto.

Q. Well, when?

A. Well, call me up, as you did before.

MANNING: Well, I will call you up Tuesday afternoon.

Mr. Manning calls again at the office of Mr. Gilman.

MANNING: I have some recommendations that I would like to go over with you. Can you give me 15 or 20 minutes?

A. How long will it take?

Q. Not long.

A. Make it snappy. I am pretty busy; my desk is all cluttered up. I have not done a thing since Friday.

Q. This recommendation covers several subjects, but in order to save your time I am just going to go over the suggestions that I am making in regard to your property and life insurance.

A. Let me understand; you are going to make some suggestions on the insurance and property I have?

Q. Yes.

A. Just the insurance that I have?

Q. Yes, and possibly something else.

A. What?

Q. Possibly something else.

A. Oh, yes.

Q. You remember when I talked to you the other day I told you that this man who had had this \$110,000 estate had left \$10,000 for what we know as an adjustment fund?

A. Do you remember I told you I was not in his class?

Q. Yes, but I am now putting you down in a class where I think you belong. I am going to tell you where I think you belong yourself.

A. You have lowered me, in other words.

Q. As I figure it, I think with the insurance you have you ought to leave

about \$5,000 to your wife in cash to provide for this adjustment fund, and about enough to give her \$2,000 or \$3,000 to go and come on after your death.

A. A nice idea.

Q. I am going to suggest that you leave \$5,000 of your present life insurance to start an adjustment fund. In the matter of income which I think Mrs. Gilman might be able to live on, I am rather inclined to think that, considering your income and the other things which you told me, \$200 a month is about as much as you can reasonably provide for.

A. That is encouraging.

Q. I know from your standing in the community that your wife could not very well do with less, but I would rather get you to provide the amount that you can afford now, that is \$200 a month, and perhaps as you increase your income and your general circumstances are improved, you can get it up to \$300.

A. How much would I have to leave to create a fund that would pay \$200 a month?

Q. About \$50,000. You now have about \$38,000 in insurance and other things, and if we leave out \$5,000 for this adjustment fund that means that there is a spread of about \$17,000 of property that has to be bridged over in order that you may provide for that income.

A. Is that your recommendation?

Q. No, I am just stating a fact, not recommending anything. I am just telling you that you are \$17,000 short of enough property to provide that income which both you and I think is low enough. Now, will you accumulate that amount of property by the usual methods, of saving and investment—you have told me that you have no systematic method of thrift?

A. That is right.

Q. Or will you do it by life insurance? That is a question for yourself. I rather lean towards life insurance, for certain reasons. In no other way can you provide that amount of money without waiting many years, and even then there is no certainty about it.

A. You have a leaning toward life insurance?

Q. Yes. You are with me on this thing, aren't you?

A. No. I am on a slight detour just now.

Q. Let us pass over what methods we are going to use, whether it will be life insurance or savings or annuities, or 101 other things, and let us come to where you have a total estate of \$55,000, \$5,000 of which would be left as an adjustment fund and \$50,000 put out at interest to create an income of \$200 a month. We will allow Mrs. Gilman—

A. I didn't tell you I had a cousin in the business, did I?

Q. Isn't that nice? We will allow Mrs. Gilman to receive this income of \$200 a month as long as she lives, and when Robert and Jane arrive severally at the ages of 17 or 18, whichever it happens to be, allow a withdrawal privilege of at least \$2,000 a year for Jane and perhaps a little less for Robert—because it does cost a little more money to put a girl through college than it does a boy, with "proms" and new dresses and that sort of thing.

Living on an income of \$200 a month, perhaps your wife would not be able to save anything, and in that case she would have to make those withdrawals from the principal, but after the children get away from home there would not be the necessity for quite so much expense, and the smaller income due to the withdrawal of a few thousand dollars from principal would be offset because before long Robert would be self-supporting and Jane might be married before she was 21 or 22. So if \$10,000 was withdrawn for this purpose that would not too seriously reduce Mrs. Gilman's income at that time.

It would be my suggestion that after her death Robert would be allowed to

receive \$100 a month up to age 30 and then give him half of his share of the principal, or a quarter of the whole. Then at age 35 or 40, whichever you like, let him have the other half of his share of the principal; that would be giving him in all half the remaining principal that was left to your wife. If necessary, he would be able to use it in his business.

A. That would be his downfall.

Q. Oh, no; we are only giving him half of it. He will have brains, and there will be no need to worry about that. Of course, it could be arranged to have an income paid to him as long as he lives, but I know that Robert is a chip off the old block, and you are going to train him how to look after himself in this way, after you have built up your estate. Now, with regard to Jane, I think I would give her \$2,000 at age 30, or at marriage, so that when she gets married she will be able to finance herself and do certain things that otherwise she would not be able to do if she had to go into her husband's house without any cash. And then let her have an income from the balance as long as she lives, and leave that property to her children when she dies.

A. You have a leaning towards life insurance?

Q. Yes, I have. How long is it since you were examined for insurance?

A. I have not been examined for four or five years. I don't think I could get insurance, anyway.

Q. Why?

A. I think I have a blood pressure?

Q. You think you have? A. Yes.

Q. Have you had any indications to substantiate that?

A. Well, I get out of breath easily, and I don't know, but I just feel that way.

Q. It would be kind of interesting to know that and to take measures to cure it, if you have got it.

A. I would just as soon not know it.

Q. I don't think that is good business. That is not sound. In other words, you don't wait in business for things to crop up. You anticipate things, don't you? A. Yes.

Q. Well, why not anticipate this? Just a minute, I want to call Dr. French.

A. No, just a minute, I think we had better put this off till the beginning of the year. You know, things are terrible. They may not be that way with life insurance agents, but they are with me. I think it would be better if we waited till the first of next year. And, anyway, what am I going to say to my cousin in the business in Norwich, Conn.?

Q. I am not half as much interested in what you are going to say to your cousin as in what I will have to say to your wife if I meet her after your death.

A. I would rather you met her while I am alive.

Q. Well, whether you take the insurance now or in November makes no difference to me, because it is your estate and not mine.

A. I understand. That is all right, but you don't do this for charity, do you?

Q. What, sell life insurance for charity? A. Yes.

Q. Why, absolutely not. Life insurance is the most wonderful business in the world. Why should I work at it for charity? Have you ever had anybody do anything like this for you before, Mr. Gilman? A. No.

Q. Don't you think it is worth being paid a commission for the kind of work I have done?

A. I don't care anything about the commission end of it. I don't want your commission. But I can't put a cent into that now, because I have got a tax bill next month, and a lot of other things to take care of. And, anyway, I am sort of concerned as to

## Drive to Raise Million by Bequest Policies

NEW YORK, Oct. 2.—The Equitable Life of New York is cooperating with the National Education Association in the raising of a million-dollar fund for public school educational research work. The campaign was initiated Tuesday night with radio announcements over the 48 stations of the National Broadcasting Company.

Vice-president Frank L. Jones, who was formerly state superintendent of education in Indiana, was largely responsible for the Equitable's participation in the present program.

The Equitable's part in the campaign is the sale, through its entire field force, of endowment bequest policies so that those who wish to give in installments will have their contributions insured against their death before completing their pledge. Field men are given definite instructions and the entire campaign has been very carefully worked out.

The National Education Association includes 4,000 school superintendents who control the activities of 25,000 teachers.

whether I should do business with you or with my relative, and I don't know whether I should take out the insurance or not.

Q. You have \$2,000 in the bank, haven't you?

A. Yes, but I am not going to touch that. That was left to me by my grandmother.

Q. The income from that is about \$100 a year, isn't it? A. Yes.

Q. Suppose we take \$100 of the income that is there now; that will pay the first quarterly premium and carry you over till January.

A. Do you mean it is going to cost \$400 a year for this?

Q. Yes. A. You have got a nerve.

Q. I don't think so. You can't buy anything without paying for it. If you don't want to do it now, you can come over to my office, if you like.

A. Do you know Doc Allan?

Q. Yes. Would you rather have Allan examine you?

A. No. This French, is he a tough fellow?

Q. He is as tough as you would want him to be. He will give you the low-down when he examines you. He is going to treat you as a commercial risk, and not out of sentiment at all. The only sentiment about this business is as far as it concerns providing for your future and your family.

A. I'll tell you what I will do. I don't want to check out \$100 now. Isn't there any way you can split this thing up? Is it \$100 quarterly?

Q. Well, it is roughly that, but perhaps \$110.

A. Well, roughly speaking, I don't think I should check out as much as that. I'll tell you what I will do. I will take out \$2,000 insurance now, and if it is all right in January and your doctor is still alive I will take out some more then.

Q. We are not going to discuss amounts right now. I want to see if you can get any at all. There is no use in discussing amounts, when we do not know if you can get anything at all.

A. Well, I'll tell you, Manning, send up your doctor early next week.

Q. No, that is too far off. How about this afternoon?

A. No, not this afternoon. I am too busy, I have to go out.

Q. Well, how about now?

A. No. I have to go to lunch now.

Q. Well, let us go to lunch together.

Messrs. Manning and Gilman leave office together for lunch.